10 YEARS

GLOBAL WELLNESS
SUMMIT // TYROL 2016

2016 MEDIA COVERAGE

BACK TO THE FUTURE

STANDORT

[standortagentur tirol] : [wellness] [health] [tourism] [hardware] [lifestyle] [innovation] [economy] [research] : [global wellness summit]

Tirol | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | THE LATEST NEWS FROM STANDORTAGENTUR TIROL | Special Edition

STANDORT 04|16
[Subject: Content]

Health — Page 2

- Hermann Stuppner explores the healing agents of the edelweiss
- The CubileHealth sensor system measures data as we sleep

Lifestyle — Page 3

- The lamp specialist planlicht relies on new technologies for "healthy light"
- Organoid processes grasses, blossoms, etc. into natural decorative coatings

Hardware — Page 4

- Physiotherm proves the effect of its heat applications in dedicated studies
- Ernst Mussmann's body sound technology guarantees deep relaxation

Tourism — Page 6

- A lack of snow was the starting signal for the Alpenresort Schwarz
- With consistency and quality the Sonnhof became the Tyrolean Ayurveda Resort

Wellness — Page 7

- "Franz Linser on the wellness hotel as an alternative world and future strategies
- The Cluster Wellness Tirol pools "healthy" Tyrolean core competences

[Subject: Imprint]

STANDORT. Current news from Standortagentur Tirol and the cluster initiatives. Special Edition 04|16
Published by: Standortagentur Tirol, Ing.-Etzel-Straße 17, 6020 Innsbruck
Edited by: KULTIG Corporate Publishing, Koch & Partner KG
Editor: Andreas Hauser; Photos: Andreas Friedle; Translation: Daniel Ostermann
Printed by: Alpina Druck GmbH

SUMMIT HISTORY

The first Global Wellness Summit – in those days called Global Spa Summit – took place in New York, in 2007, in order to give leaders and pioneers in the field an opportunity to discuss the future of the industry. In 2008, the second summit was held in the Big Apple, after which the international wellness conference took to the road: Interlaken 2009, Istanbul 2010, and Bali 2011. One year later, industry representatives met for the first time in Aspen under the banner Global Spa & Wellness Summit, then in New Delhi in 2013, and in Marrakesh in 2014. As Global Wellness Summit the event first took place in Mexico City, in 2015. To the honor of hosting the conference on its tenth anniversary, Kitzbühel beat co-candidates the United Arab Emirates, Singapore, and New Zealand. And so the biggest international wellness congress for invited guests in 2016 sets up shop at the foot of the Hahnenkamm.

At the Cradle of Wellness Tourism

The tenth Global Wellness Summit sees the wellness industry come together in Kitzbühel, where it will both look back on the past and cast a glance into the future.

Even though it may be unusual for a US-dominated event to look into the past, we would still like to do so at the Global Wellness Summit in Kitzbühel," Franz Linser expands on the summit's motto, which is "Back to the Future." However, as the wellness expert quickly admits: "This will not be a nostalgic patting each other on the shoulder." The idea, much rather, is to take a look at past prognoses from the point of view of whether they have come true or not, whether the experience has been a positive one or not. And Linser dares to predict: "The answer is an extremely positive one. And, it seems to me, for a simple reason: wellness in its comprehensive form has become absolute mainstream. Wellness is not just present at hotels, in the meantime it is also present in our very lives." An everyday presence that also finds expression in the (invited) guests of the summit. Around five hundred top representatives, not only from the hotel industry, tourism, wellness and fitness, but also from the fields of beauty, finance, medicine, architecture, design, realty, manufacture and technology, one year after the summit in the metropolis Mexico City now make their way to the "little Alpine town" of Kitzbühel.

That Tyrol is a worthy location for the anniversary event is also confirmed by Susie Ellies, President & CEO Global Wellness Summit, by saying that the congress was thus returning "to the cradle of wellness tourism." After all, this place, just as Austria in general, was "the first country, twenty-five years ago, where people knew how to wrap up wellness intelligently and market it." Today, besides winter sport and mountain adventure, it is exclusive wellness landscapes and professional health packages that are the reasons for guests from Austria and abroad for deciding on a holiday in Tyrol.

Picture: Standortagentur Tirol

Besides winter sport and mountain adventure, guests are attracted to Tyrol by world-class wellness.

Yet time, when it comes to wellness, has not stood still in Tyrol. The industry has moved away from exclusive wellness packages, which the guest merely takes advantage of as a bonus, and towards holistic concepts – coming with the local touch, such as alpine wellness packages relying on the health effects of the alpine altitudes, or on specialties such as massages with rock oil, innovative timber construction, or using local organic produce in the kitchens.

"Tyrol's great credibility in the field of wellness" is also underlined by Tyrol's Governor Günther Platter, who refers e.g. to the Cluster Wellness Tirol which in the meantime lists no less than 105 businesses, "that generate a turnover of 461 million euro per year and employ some 7,000 people." People who, in the Tyrolean wellness tourism, work mainly in family-run businesses. In this light, as Franz Linser points out, Kitzbühel is the perfect location: "We put up the delegates as we put up our guests – in family-run, small establishments. Where you can't help but take in the place, enjoy looking at people. That, in Tyrol, is part of a wellness holiday."]

[WELLNESS-DESTINATION AUSTRIA]

Precious Wellness Guests

Picture: Best Alpine Wellness Hotels | Schichner

According to the updated research report of the Global Wellness Institute, the worldwide wellness market is worth some 3.4 trillion dollars and thus three times as much as the entire drug industry. And the growth rates of the sector too are impressive. Wellness tourism, seen on a global scale, grows by some 50 per cent faster than tourism in general. As a mainstay of the wellness industry, wellness tourism turns over around 500 billion dollars. From an international perspective, Europe, with around 216 million wellness trips a year, is the number one. Austria, according to the report, occupies the top spot when it comes to profits per head from wellness tourism and is the fifth biggest market in the world. Austria's turnover in the field of wellness tourism in 2015 amounted to some 12.7 billion euro. And the wellness guest is a very precious guest, as some Tyrolean statistics are showing. Their daily expenditures in winter are 143 euro and thus much higher than the Tyrolean average, which is 119 euro. And also in summer the wellness guest spends considerably more than average, namely 158 as compared to 123 euro.

EDITORIAL

Dear Reader,

Picture: LandTirol

Tyrol is not only one of the global tourist hotspots, Tyrol has also long since established itself as a pulsating, innovative business location on an international stage. The country relies on a healthy sectoral mix of trade, industry and tourism. Among our companies are both world market leaders and niche specialists, as well as hidden champions. The success of these businesses not least is founded on the close cooperation with the local universities and research institutions, together with whom they develop innovations and thus secure a competitive edge. This cooperation has been supported by the State of Tyrol with 40.8 million euro in subsidies in the year 2015 alone, with an overall project volume of around 403 million euro.

In the fields of health and medicine too Tyrol is among the leaders. Top level research, world-class medical scientists, successful enterprises, state-of-the-art infrastructure, athletic, health-conscious people, and the surrounding nature – they all together, like pieces of a puzzle, make up the successful Tyrolean health management. Thus, for example, scientists in Tyrol are working on a new treatment for tumors on the basis of cancer-killing viruses.

What also makes the country stand out against its international competitors is the strategic decision to link up the Tyrolean know-how in health, technology and tourism. The vision behind this is to develop Tyrol into a Smart Region and the most popular power place of the Alpine world. We can achieve this by deliberately promoting lighthouse projects that serve to highlight the Tyrolean competences. Wellness and health in this context naturally play a central role.

The fact that the Global Wellness Summit, the most important get-together of the industry, is taking place in Tyrol on the occasion of its tenth anniversary, pleases me enormously. A better place for promoting this synergy of technology, health and tourism than Tyrol, I am sure, would be hard to find.

PATRIZIA ZOLLER-FRISCHAUF
Minister for Economic Affairs,
Province of Tyrol

HEALTH

Subject: [BUSINESS LOCATION TYROL]

Research at the heart of the Alps

Having been founded in 1668, the University of Innsbruck is among the oldest universities in Austria. Some 350 years later, it no longer has a monopoly, though. Together with the Medical University of Innsbruck, the private health & life sciences university UMIT, the three universities of applied sciences (FH Gesundheit, MCI, FH Kufstein), as well as two teacher training colleges the University of Innsbruck forms a strong Tyrolean research cluster. The latter in numbers: almost 35,000 students, 6,300 staff, and an annual budget of 400 million euro.

Phytopharmacy: The Healing Powers of Edelweiss

Pictures: Hermann Kroll, Andreas Friedle

The edelweiss is the star among the Alpine flora. Hermann Stuppner coaxed two substances from it, which could be interesting both for cosmetic and medical uses.

Although he works at the University of Innsbruck and his specialty are botanical agents, the edelweiss, as Hermann Stuppner admits, for a long had not been on his radar. This changed when some guy from Innsbruck got in touch and asked if Stuppner didn't fancy examining the edelweiss more closely at the laboratory. The man was an edelweiss grower and had some to spare right then. Why not, the scientist told himself, especially when some initial research showed that the edelweiss had been used in popular medicine for treating stomach pains in the past. First phytochemical and pharmacological examinations followed, which proved that both the above- and the below-ground parts of the edelweiss had "interesting anti-inflammatory properties." The team at the department of pharmacognosy only really could get going, though, through a contact in Switzerland where the protected plant is being grown on a large scale.

"We now know some sixty components, which we have isolated, characterized and for the most part examined pharmacologically," Stuppner says. Especially two substances, described for the first time, are causing excitement among the researchers – edelweiss acid and leoligin. The former, as scientific analyses have shown, is a highly antioxidant compound and a radical quencher, therefore, among other things, seemingly protecting the edelweiss from the intense UV radiation in high alpine altitudes. "There's already a lot of interest from the cosmetic industry, of course," says Stuppner. "Whether edelweiss acid could be able to halt the aging process of the skin, at least for a certain time, we will find out in a project together with the Innsbruck Institute for Biomedical Aging Research."

The leoligin gained from the roots has been looked at together with the University Hospital for Thoracic Surgery. "We found out that leoligin protects us from the arteriosclerotic change of vessels," the professor of pharmacognosy reports. As there is also a risk of artery-walls thickening after bypass operations, a leoligin depot was built up around implanted vessels in the mouse model. "We detected a significant difference to the group without leoligin," Stuppner says.

Two patent applications have been filed by the Innsbruck researchers for their edelweiss discoveries. In a large research network the active ingredients have been examined more closely and synthesized, as well as numerous derivatives gained, with in parts even better results. While no toxicological effects of leoligin have been proven so far, Stuppner says, the overall toxicological examination of the substance – a complex, and above all a very expensive procedure – was still pending, in order for it to become interesting for a potential drug development.]

FACTS. NEWS. [Subject: Research]

Tyrolean research projects in the fields of medicine and health are globally recognized and linked up, and many large international projects coordinated from Innsbruck. Thus, for example, Erich Gnaiger with his company Oroboros leads the EU project MITOEAGLE (see article bottom left), Hermann Stuppner (article left) coordinates the project medihealth, in which partners from ten countries explore edible plants and their influence on healthy aging.

Picture: MUI/Heidegger

The gynecologist Nicole Concin (picture left) leads the EU-wide consortium GANNET53, which researches an innovative new therapy for ovarian cancer. In the APERIM project, meanwhile, coordinated by the Innsbruck bioinformaticist Zlatko Trajanoski, new bioinformatic solution approaches are developed for data editing in personalized immune therapies. In the context of the Human Brain Project, a flagship project of the European Commission, training programs are worked out, under the leadership of Alois Saria (Medical University of Innsbruck), that shall meet the future requirements of neuroscientific research. And Michaela

Picture: MUI/Heidegger

Kress, physiologist at the Medical University of Innsbruck (picture left), together with international partners works towards the development of new perspectives in palliative care in the context of ncRNAPain.

Questions of Cell Breathing

Oroboros is the world's number one when it comes to measuring cell breathing. In future, the know-how shall also be used to support lifestyle diagnostics.

It is not so easy to say how many cells a human being consists of. What can safely be said, though, is that each cell is a marvel, taking care of its own energy supply. Often described as the cell's powerhouse, the mitochondria control cell breathing, a biochemical process in the course of which nutrients, especially carbohydrates and fatty acids, are burned for producing energy and for sustaining life processes, and chemical energy stored in the form of adenosine triphosphate (ATP). Biologist Erich Gnaiger has specialized in the measurement of this process of cell breathing. At the beginning of the nineties, he brought his first measuring device on the market, today the instruments produced by his company Oroboros, based in Innsbruck, are used at some 800 laboratories around the world.

"With the help of small samples of muscle tissue or blood we can measure the intensity of cell breathing – and we can do so with a resolution that is unequaled," says Gnaiger. An auxiliary module in his Oxygraph-2k enables optical fluorescence measurements, so that it is also possible to determine, among other things, the production of oxygen radicals and ATP, calcium concentration or the mitochondrial membrane potential. These are values that play an important role in the diagnosis e.g. of type 2 diabetes or dementia. Yet Gnaiger

Picture: Andreas Friedle

Gnaiger: "A measuring of cell breathing for the purposes of preventive medicine."

wants more, he wants to use the measurement of cell breathing for the purposes of preventive medicine and lifestyle diagnostics.

Part one of this research project deals with the question of whether mitochondrial functions "are showing a measurable alteration at such an early stage that they can be used for an early warning system." If they are, Gnaiger is convinced, the measurements can be done with the help of his Oxygraph-2k, which is why he and his team, in a project supported by the State of Tyrol, are working towards a globally harmonized measuring standard, in order for study outcomes from all over the world then to be collected in a data bank. The data (Gnaiger: "We're thinking of data from 400,000 people.") would form the basis for getting to the bottom of questions as to the link between the measurable mitochondrial fitness and lethargy, nutritional behavior, exercise, or obesity. A vision, as Gnaiger points out, that has also found a sympathetic ear in Brussels. In September, a four-year EU project called MITOEAGLE, led by Gnaiger, has got underway that involves some 300 to 400 partners and deals with the subject of "Mitochondrial Mapping: Evolution – Age – Gender – Lifestyle – Environment." For more information go to wiki.oroboros.at]

Airflow in a Pipe

The sensor system developed by the Tyrolean company CubileHealth measures data as we sleep.

In fact, it is just a packet of foam sealed air-tight, around fifty by ten centimeters in size, and just under a centimeter thick, no metal and no electronics. When you press the pad, however, air will escape through a thin pipe. "A flow sensor at the end of the pipe measures the speed of this air flow," Johannes Hilbe explains the system, which in the truest sense of the word detects a whisper. Placed underneath a mattress, it reacts to restlessness during sleep, but also to simple breathing movements, and sends air into the pipe. To deal with the data thus gained, Hilbe needs his partner Karl Fritscher. The bioinformaticist has developed an algorithm that calculates breathing and heart rate from the flow data, which moreover are processed for display on a monitor, and sent via app to Smartphone or PC. "Besides simple questions, such as, When and how does someone sleep?, or, When does someone get up?, we can also measure more complex things like heart and lung activity," Hilbe describes their joint invention Cubile. The fields of application primarily envisaged are nursing and hospital care, in order to make work easier for the nursing staff. However, the potentials of Cubile, Hilbe says, are practically endless. "Cubile can also be used as a simple life check during a wellness stint, in order, for example, to demonstrate to guests the recreational value they receive by way of sleep-related data," Hilbe looks into the future of Cubile, which is expected to be ready for the market in the spring of 2017. For more info go to www.cubilehealth.com]

Picture: Andreas Friedle

Johannes Hilbe (left) and Karl Fritscher want to put Cubile on the market in 2017.

LIFESTYLE

Subject: [COWO TIROL]
Urban working on Alpine summits

This October, the highest co-working space in the Alps will be situated in Tyrol. International and local companies will find urban infrastructure at COWO Tirol on the Patscherkofel near Innsbruck, at 1,963 meters above sea level. After the test phase, further COWO options will be looked for in Tyrol. Info: www.cowo.tirol

Light Promoting Well-Being

planlicht, the Tyrolean lamps and lighting systems specialist, has evolved into a world player over recent years. One of the secrets of its success was relying on new technologies for "healthy light."

Light, says Felicitas Kohler, had been a part of her life from the beginning. Small wonder, considering she literally sucked it in with her mother's milk. In 1986, her father founded his company planlicht. To begin with, it was merely a lighting business, since the nineties, though, it has developed and built its one's own lighting systems. Today, the company employs 160 people. Lamps made by planlicht now are to be found around the world, yet the main market remains to be Europe. In 2013, Felicitas Kohler took over from her father – and light still fascinates her: "Most of all I'm interested in what a lamp is capable of as to its technical output." And especially in this respect the development over recent years has been "bombastic," as she says. The traditional light bulb, illuminating rooms, is a thing of the past. Nowadays, light artists, like those at planlicht, even manage to emulate natural daylight inside a building through Human Centric Lighting (HCL).

HCL often is described as "healthy light" or "biodynamic light" because it has a positive effect on our performance and our wellbeing. "With HCL we simulate daylight with the help of a lamp, as it were, from the cool morning light to the warm evening light," the planlicht boss explains the principle, that takes consideration of our light needs which change over the course of the day: in the morning we need a lot of daylight, in order to start well into the day, in the evening we relax in candlelight. This "healthy light" is ideal e.g. for kindergartens, schools, nursing homes, and generally for rooms "where people work or spend a lot of time." The programming of the various lamps corresponds to the light's development throughout the day, and it can also be adapted individually to the customer's needs, as Kohler points out.

pictures: planlicht, Andreas Friede

"With Human Centric Lighting we simulate daylight with the help of lamps," planlicht boss Felicitas Kohler explains.

Customers that the Tyrolean company increasingly finds abroad. Since 2013, the focus, in view of risk minimization, has been on export. Foreign business in the meantime amounts to 70 per cent. The label Tyrol helps, Kohler admits: "Be it Germany or France, almost everyone knows Tyrol. And when I say to people I produce exclusively in Tyrol, that is a promise of quality." A promise that planlicht customers, especially light planners and architects, can rely on. The flexibility of the family business, Felicitas Kohler is convinced, distinguishes planlicht from the big players in the lighting sector: "We are able to react spontaneously and deliver quickly." Sales branches, e.g. in Germany, France, Finland or Sweden, guarantee first-class customer service. "And in terms of products we make sure to be at the forefront when it comes to technology leaps," Kohler says. As in the case of Human Centric Lighting. Info: www.planlicht.com]

FACTS. NEWS.
[Subject: Lifestyle]

The goal of move effect is to help companies motivate their staff to take exercise and live healthily, thus to keep them fit, and it does so online. The web platform, developed by the member of the Cluster Wellness Tirol, is working with so-called sMILES, points that can be collected online with every activity and that the company, at the end of the year, converts into a financial contribution to social projects. The more members of staff invest in their health, the more sMILES are being donated. For more information go to www.moveeffect.com

So as to experience alpine lifestyle close to nature in winter, Austria's first snow village, the Igloo Village in Ötz, was created in 2007. The combination of adventure, romance and natural experience invites visitors to spend an unforgettable night in the Tyrolean mountains. What awaits them at the comfortable four-person igloos is a mixture of adventure and luxury in a world of ice. After a nighttime hike with torches and a tobogganing outing, guests retire to their igloos, where an expedition sleeping bag guarantees a cozy night's rest even if temperatures were to drop to forty degrees below zero. For more information go to www.schneedorf.com

Picture: Schneedorf

Alpine Meadow on the Wall

The Tyrolean Company Organoid Technologies process grasses, blossoms, leafs, etc. into natural decorative coatings that give rooms a special fragrance.

Pictures: Andreas Friede, Chesa Muntanella

Dried blossoms, thanks to Martin Jehart's know-how, are turned into decorative coatings, as does ground pine bark.

Whenever Martin Jehart speaks of alpine hay, his eyes begin to sparkle. It is mown by hand, grown on the slopes of the Wildspitze, Tyrol's highest mountain. From 1,700 metres above sea level it is taken down to the valley, dried and processed in Fliess, a small village near Landeck. By way of a specially developed technology the processed alpine hay is used to coat panels that serve as decorative elements in apartments, offices, (wellness) hotels and shops. Yet alpine hay is not the only fragrant coating that Jehart's company Organoid Technologies has in its repertoire. It works with a large number of natural materials, such as blossoms, mosses, grasses, leafs, grains, or timber, which come from local producers whenever possible.

In 2013, Jehart and his partner Christoph Egger started out in a garage, today, together with their staff, they command some 1,200 square metres. Sales – going to some 45 countries – are outsourced. Over the years, the Tyroleans have won numerous national and international design awards. In the meantime, they also offer coated acoustic panels. It is not just local customers, such as the Schlosshotel Fiss or the Chesa Muntanella – the cube pictured above is coated in Roscht, finely powdered pine bark – that have gone "organoid," but also the Swisscom Shop in Zurich, a whole floor at the World Trade Center in The Hague, or a private villa in Taipei. "We receive between fifteen and twenty new enquiries a week," Jehart says. One of the questions that has kept popping up was whether the coatings could be used in other ways than just on laminate panels. The latter, according to Jehart, can be processed like a normal Resopal™ panel by any carpenter. The Organoid team experimented and found a special foil solution which, says Jehart, adheres practically anywhere. These days Organoid coatings are to be found on wooden spectacles from South Tyrol, cell-phone covers, and lampshades. And further applications are being planned as we speak. Info: www.organoids.com]

[specifically SEEN]

The Healthy Scent of Pine

The power of Swiss pine (German Zirbe) and its positive effects on humans have been known in Tyrol literally forever, and the soothing fragrance of its timber has been pervading the bedrooms and kitchens of its farmhouses for centuries. And it was also this fragrance which Benedikt Handler wanted to bring into his room – yet without the Swiss pine bed. Together with his friends Carl Simbruner and Nikolaus Stieldorf he began experimenting with a Swiss pine box and after a few prototypes they had their room ventilator made of the timber from the alpine conifer. "In the autumn of 2014, we sold our first zirb.," Handler looks back. In the meantime, they have a whole product series on the market. The elegant zirb.s are available in three sizes. The zirb.Lüfterl, only 27 centimetres tall, takes care of a space of some two metres in circumference, which is ideal for the bedside table or the work desk. The larger zirb.Luft and zirb.Bergluft are designed for rooms of up to 100 square metres.

But how does zirb. work? On a base only a few centimetres in height, made of four interlocked Swiss pine boards, rests the trunk, the continuation of the four boards. Its lower end holds the electricity-powered ventilator, producing a sound of no more than eight decibels, while the upper part is filled with zirb.Locken (shavings), in order to "have a Swiss pine surface as large as possible," as Handler says. The trunk also contains a bowl that can be filled with water, to further intensify the Swiss pine fragrance in the room. "The crucial thing is the quality of the zirb.Locken. They are almost one millimetre thick and derive from the heart of the Swiss pine trunk which contains a lot of resin and essential oil." In order not to have to change the zirb.Locken at short intervals, Handler, Simbruner and Stieldorf developed a drip-proof and patented fragrance release system that can be fitted into the zirb. Pure essential Swiss pine oil – eighty per cent of which is gained from hand-cut needles – increases the fragrance's intensity and keeps the air fresh much longer. So far so good. But Handler already thinks of other oils, in order to bring not just the smell of Swiss pine indoors, but the fragrance of an entire wood. Info: www.zirb.at

Picture: zirb

The zirb.Luft provides pine fragrance across some thirty square metres.

HARDWARE

Subject: [ENGINEERING]

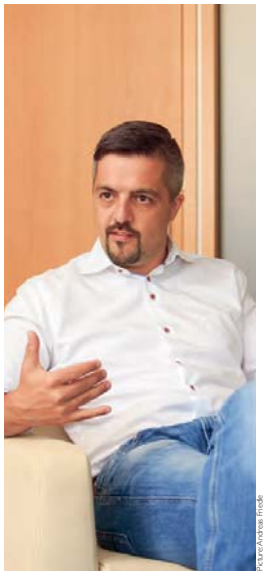
Zooming in on the sauna

KLAFS, market leader in the field of saunas and spas, zooms the sauna in on the wall – and back out. The revolutionary S1 is the first sauna in the world that, at the touch of a button, a bit like a camera zoom, makes itself very small. In its retracted state it is merely sixty centimeters deep, extended it allows room for the whole family. www.klafs.at

"We were persistent"

Physiotherm, Tyrolean manufacturer of infrared cabins, not only counts on the mere effect of heat, but proves the beneficial effect of its heat applications by way of specially commissioned studies.

STANDORT: When it comes to infrared cabins, you rely on the Physiotherm principle. What is behind this principle?
JOSEF GUNSCH: Physiotherm has been in existence for twenty years and we have always tried to give priority to the benefit for the customer, especially when it comes to the interaction between radiation heat and room temperature. In the beginning, we worked with the customers' experiences, then we did our own medical research. The principles is based on warming the body by applying the radiation heat directly to the back muscles, at a room temperature of 35 to 38 degrees centigrade. It is this interaction that marks out Physiotherm.
STANDORT: Why between 35 and 38 degrees?
GUNSCH: Because within this range – the thermal neutral zone – the body is in balance. It doesn't require any energy in order to warm itself up or cool itself down as the external temperature is equal to the body temperature.
STANDORT: And the radiation heat enters the body via the back muscles?
GUNSCH: Yes, that's what makes for the positive effect. Body circulation is thus stimulated, the immune system strengthened, etc. And via the direct radiation on the spinal muscles we also achieve a positive effect on back pains.
STANDORT: Can the effect of infrared radiation be proven scientifically?
GUNSCH: A little over ten years ago, we looked for a physician to do a study. The general opinion was that it was a heat application like a sauna, that heat was heat. However, we were persistent, as we knew about positive effects and wanted to prove them. In the study the Physiotherm principle was compared to a control application, blood samples were taken from the test persons and various body functions measured. The result showed that our method, using ceramic emitters filled with lava sand and low-temperature infrared technology, really had an effect. The physician who did the study with us was skeptical to begin with – now he is our medical superintendent.
STANDORT: With your new application Sensocare you have developed a technology that makes infrared applications also possible while lying down. How did this come about?
GUNSCH: The starting point was a conversation on the use of infrared cabins for a Tyrolean paralyzed from the neck down, who after all has no more sensation in his back. How can he sit in the cabin, enjoy the heat, and how can he be safe doing so? The challenge was to carry out a measurement of the skin temperature within the radiation field and then to apply radiation heat optimally. So our own research and development department developed Sensocare. By way of sensors it takes non-contact measurements of the exact skin temperature, so that we can get even closer to the body with our radiation heat.
STANDORT: Today, Sensocare serves as Physiotherm's flagship product.
GUNSCH: We quickly noticed that it has a huge advantage also for the healthy user: the heat application works even more optimally, as we get more heat into the body, and there is maximum security, because it works in a lying-down position, i.e. also while sleeping.
STANDORT: How often do you sit in one of your cabins yourself?
GUNSCH: A little more rarely in the summertime, otherwise two or three times a week. I check and answer my e-mails while I do so.
Info: www.physiotherm.com]


Picture: Andreas Findig

Josef Gunsch: "We have 7,000 hotels and 70,000 private households among our customers."

FACTS. NEWS.
[Subject: Hardware]

The Tyrolean hotel developers Geisler & Trimmel have been specializing in tourism projects for more than twenty years. How to plan "alpine" architecture without resorting to blatant symbols à la edelweiss, etc. is borne out by one of their latest projects. At the new waldSPA of the Hotel Forsthofgut in Salzburg the specialists relied on luxurious frugality in order to translate the subject of the wood and alpine nature subtly and abstractly into architecture and contemporary design. For more information go to www.geisler-trimmel.com

Picture: Geisler&Trimmel

The company Wellwasser, based in Innsbruck, has developed a three-stage high-tech water processing unit to produce water of the best quality that can be used by hotels and restaurants in still or sparkling form as an alternative to bottled waters. The special filter system cleans water and in many cases makes it drinkable again. Moreover, foreign odors or tastes are absorbed by the activated charcoal filter. A bacterial filter reliably removes all bacteria and germs from the water, while its stability and durability are influenced positively by way of crystals. For more information go to www.wellwasser.com

Hearing with the Whole Body

The body sound treatment concept, developed by Ernst Mussmann, makes possible a multi-dimensional experience with guaranteed deep relaxation.

Picture: swave

Ernst Mussmann: "As if you were being rocked on an air mattress."

You may lie down on a Swave, yet that is all that the body sound technology developed by Ernst Mussmann has in common with a lounger. "An embryo takes in all the sounds as vibrations via the mother's body and feels comfortable and safe," says the engineer. A similar experience one makes while reclining on the body sound system created by Mussmann. With his patented method, special music is not distributed via the air, as with conventional loudspeakers, but passed on directly to the body by way of oscillation frequency generators via the table's surface, and the special sound pads, in the form of pleasant vibrations. Which means that music is heard with each cell of the body (if desired, headphones further enhance the sound experience with the traditional acoustic dimension). Thanks to a 3D wave joint built into the system and the swinging surface the effect is as if you were floating weightlessly in three-dimensional space. "It's an experience as if you were gently carried and rocked on an air mattress of ocean waves," says Mussmann. The invention is the end result of several years' development work, after the high-end audio specialist had come across a conventional sound lounger and knew right away: "I want more than that."

The outcome is Swave, an artificial word put together from the words sound and wave, as the entrepreneur from the Tyrolean Stubaital valley explains. The technology can be used in a variety of ways: simply as a relaxing body sound and music experience; for the purposes of stress and burnout prevention; for improving sleep quality; for a better regeneration after physical exertion. Used as a massage table, Swave enhances the effect of every massage treatment; indeed, massages are even possible with clothes on.

In 2014, Mussmann with his Swave technology won the European Health & Spa Award in the category Best Spa Innovation Technique. Since then, the entrepreneur has developed Swave into a comprehensive treatment concept. "The Swave system in the meantime can be put together modularly and individually according to the requirements and the positioning of the hotel in question," says Ernst Mussmann. The goal, however, should always be the same – to offer the Swaver a complete and thus regenerating and vitalizing experience of deep relaxation. For more information go to www.swave.at]

[specifically SEEN]

Cooler than Cool

It was his fascination for freezing cold temperatures that brought Wolfgang Lausecker, after a stint in the United States, to Tyrol's Ausserfern region. In 2009, he turned this fascination into a business and the name of his undertaking itself says it all – CoolTech. In the beginning, Lausecker focused on cryogenic treatment (at minus 180 degrees centigrade) of industrial products, in order to make them, among other things, more resistant to wear. As a second string to his bow he added musical instruments. Cooling them down, under controlled conditions, to minus 180 degrees improves their response behavior and changes their tone color. For two years now, Lausecker has also let his cold temperatures loose on people – in the cryosauna.

"Cryogenic applications we are familiar with from cold chambers. These take up a lot of space, though, and also incur high costs in building and running them," the technician explains. Which does not apply to a cryosauna, a one-person cabin, in which – with the help of nitrogen as cold gas – the body is exposed to a dry cold of minus 135 to 145 degrees centigrade. "Maximally for three minutes," says Lausecker. The "felt temperature," he continues, is not so bad, though. One would feel a lot colder after spending half a minute in the waters of the Lech River. On leaving the cryosauna, there is a slight tingle and one feels, says the CoolTech boss, just "damned fine." The perfect addition to a wellness area, you will say. Yet Lausecker's customers still mainly are found in the medical field, where the cryosauna is used, for example, for treating pains of the locomotor system or rheumatism.

Yet the whole-body therapy is also very popular with athletes, as on the one hand it helps the body regenerate after fitness training or competition, and on the other also improves performance in general. "Studies have shown," Lausecker points out, "that endurance performance can be improved by up to eighteen per cent, and physical strength by up to four per cent." Info: www.cooltech.at

Picture: Andreas Findig

Wolfgang Lausecker: "Leaving the cryosauna you feel damned fine."

Time. Space. Peace. Nature. Health. Happiness. Those are the true luxury goods of our time. Tirol, the Heart of the Alps, is rich in these treasures.

A region with around 700,000 inhabitants and 573 mountains stretching over 3,000 metres into the sky. A region where rural traditions and local culture are celebrated and which world-renowned companies such as Swarovski call home. A region with a quality of life matched by few other places in the world. This outstanding standard of living is without a doubt one of the reasons why every year around 11 million people decide to spend their holidays in Tirol. They appreciate not only the fine hotels and excellent infrastructure, but also the chance to relax in a stunning natural landscape accessible in both summer and winter thanks to modern cable cars and a network of hiking and cycling trails. Tirol's mountains have no fewer than 10,000 natural springs, while the water in almost all the region's many lakes is clean enough to drink. A third of Tirol is covered by forest – trees are nature's lungs, and the fresh woodland air will leave you feeling refreshed and invigorated.

Little wonder that guests spend most of their time not in their hotels but out and about. In contrast to many other spa regions, in Tirol it is not only the resorts themselves but also the surrounding landscape which deliver relaxation for mind, body and soul. Why simply feel closer to nature when you can actually get out and explore it at first hand? Whichever valley you visit, this area in the mountains is ideal for a relaxing yet active stay. In Tirol, spa holidays mean much more than just a few treatments within the four walls of your hotel. We aim to provide visitors with a holistic sense of wellbeing through a balanced combination of activities, health, fitness and relaxation. There is no destination better to realise this precious balance than Tirol with its first-class hotels, almost countless leisure and sports activities, outstanding regional cuisine and many hotels and spas dedicated to health tourism. One such hotel is the Lanserhof, situated just a few kilometres from the regional capital Innsbruck. For over 30 years it has focused on spa and health holidays. Today the Lanserhof is known as one of the leading health centres in Europe. But wherever you decide to stay in Tirol, the region's unique mountain nature will leave you feeling relaxed, rejuvenated and revitalised.

· *www.tyrol.com*

· So close, so far.

Tirol / Heart of the Alps

TOURISM

Subject: [TOURIST HOTSPOT TIROL]

The Tourism Year 2014/2015

Between November 1, 2014, and October 31, 2015, some 10.9 million guests visited Tyrol. On average, they spent 4.2 days in the country and stayed overnight 45.6 million times. Most of the guests came from Germany (51.1 per cent of total overnight stays), followed by the Netherlands (10.3 per cent), Austria (8.6 per cent), Switzerland (6.0 per cent) and the United Kingdom (3.7 per cent). With a staff of around 60,000, the turnover generated was some 8.4 million euro.

FACTS. NEWS. [Subject: Tourism]

Tourism, besides industry, is the most important sector in Austria's overall economy. One business segment in tourism growing even more strongly than others is the area of health-oriented hotels. A study done at the Danube University Krems looked at the Austrian health tourism as an economic factor. The results have shown that the number of businesses relying on health tourism Tyrol alone has grown from 331 to 395, between 2011 and 2014, which amounts to an annual growth rate of 6.4 per cent.

In the mid-eighties, a small group of Tyrolean hoteliers sat down together with two business consultants in order to exchange experiences. They subsequently worked out a concept that was new to the Alps, entitled "Leben mit Wellness" (Living with Wellness). In 1992, an association of Tyrolean Wellness Hotels was founded. After changing its name to Wellness Hotels Austria and Best Wellness Hotels Austria, the association since 2015 has been calling itself Best Alpine Wellness Hotels. Today, it counts nineteen selected, family-run wellness hotels in the Alps among its members, which, besides recreation, exercise, body and cosmetic treatments, also offer individual dietary programs. For more information go to www.wellnesshotel.com

Picture: Saalbach Hinterglemm Leogang Fieberbrunn

"The guests have developed too"

A lack of snow caused the Pirktl family to look for alternatives for their guests in the eighties. "A few wellness applications on the side" turned into a philosophy of "sustainable health and well-being."

Picture: Alpenresort Schwarz

Alpine Resort Schwarz: from eight-room country inn to wellness oasis.

"Here with us," says Franz-Josef Pirktl with a smile, "climate change has begun as early as the nineteen-eighties." When he says "here with us" the boss of the Alpine Resort Schwarz means the Mieminger Plateau, a medium-altitude terrace above the upper Inntal valley in Tyrol. In the summer, until then, the guests had come for the landscape and for hiking in the stunning mountain scenery. In the winter, they had been drawn by the cross-country ski tracks on the sunny plateau. "When we couldn't rely any longer on the snow, though, we had to look for alternatives," says Pirktl. "And the answer was wellness."

In those days, it was his father who ran the hotel, the main building of which was erected in 1694. In the nineteen-forties the first summer visitors came, and Franz Pirktl sen. enlarged the eight-room country inn to bus capacity. The nineteen-eighties then saw steps towards individual guests and wellness. "At first," Pirktl jun. admits, "that meant a few extras on the side: sauna, swimming pool, and steam bath, simple wellness programs like dew cures and treading water." It was also at that time that he looked for allies, in order "not to have to reinvent everything ourselves," the hotelier says. In 1992, a number of like-minded family-owned hotels came together to form the Best Wellness Hotels Austria, today called the Best Alpine Wellness Hotels. Over the years, and decades, the clientele has developed at the same rate that the hotel and its wellness packages have done: "They are very savvy when it comes to matters of health. For us this means that we have to keep moving forward."

Hence the professionalism that the Alpine Resort Schwarz offers its maximally 240 guests on more levels than one. For instance, there are 5,500 square meters of water, sauna and relax landscapes, including wellness program. Besides a 27-hole golf course, there are natural bathing ponds, an award-winning garden, as well as a private clinic – and, above all, a staff of 240 people: "The infrastructure in Tyrol has developed enormously. There can hardly be another region where you'll find as many hotels with such an infrastructure." However, as Pirktl points out, the guests of the future expect ever more authentic, original and regional offerings. "This power place the Alps, with its clean air and its nature, is being rediscovered." Only fitting, therefore, that the Alpine Resort Schwarz should present the Mieminger Plateau in all its variety all year round. "Here with us," says Pirktl, "every season is beautiful." For more information go to www.schwarz.at]

Picture: Andreas Friede

Franz-Josef Pirktl: "This power place the Alps is being rediscovered."

[specifically SEEN]

Hobbies Turning Profession

"We have turned our hobbies into our profession," say Barbara and Josef Stock, smiling. In 1976, they opened their restaurant Bratpfandl in Finkenberg. Both of them were keen on sports, liked skiing, cycling and hiking. With Barbara, there was also an interest in massage and cosmetics. Why not pass this on to guests, the couple thought at the beginning of the eighties, and add a few rooms. Their Sporthotel Stock opened in 1983, today there are a "few rooms" more. No less than 110 in all, to be precise, and 160 members of staff looking after the guests all year round. They wouldn't have thought that wellness was going to be such a big hit, the two are saying today. Moreover, the Sporthotel Stock only included the term in their name in 1992, result of an informal exchange of experiences with other hoteliers and the consultants Josef Knabl and Reinhard Schrott which led to the foundation of Wellness Hotels Austria. The undertaking – today run by Barbara and Josef together with their children Christine and Daniel – since then has developed enormously and become the Stock Resort. In 2012, a fifth star was added.

What also has developed are the guests, Barbara Stock remarks. "The guest now is more discerning, more widely traveled, better informed, and looking for quality." Thus, for example, many people in the past didn't know about wine, "but today they have a wine cellar at home." The Stocks reacted to these developments with constant training for their staff, but also with ideas of their own on how to meet their guests' wishes. There is vegetarian and vegan cooking, for instance. And guests are also interested in regional products. Hay-fed milk and meat comes from a local farmer, and management sits down together with the baker to bring bread from freshly ground corn on the table. Info: www.stock.at

Picture: Stock Resort

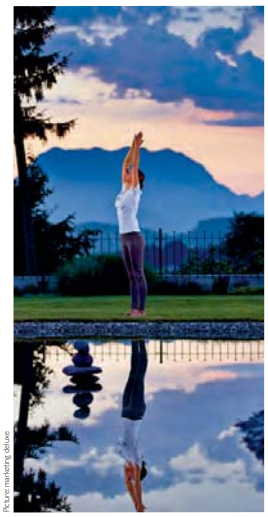
"A few beds extra" became the Sporthotel Stock and, in 2012, the Stock Resort.

With Consistency and Quality

There were quite a few who called him crazy when Johann Mauracher turned his Sonnhof into an Ayurveda Resort. Today, the latter is booked out all year round.

The people of Thiersee hadn't seen anything like it. The village, home to a little less than 3,000 inhabitants, looks back on a long history. First mentioned in a document in 1224, it used to belong to Bavaria, was sacked at the beginning of the eighteenth century, during the War of the Spanish Accession, for more than two hundred years has been hosting famous passion plays, has served as location for numerous film productions, yet an Ayurveda hotel here in Hintertiersee, that was new. "In the village, indeed throughout the valley, people said: now he's gone crazy," Johann Mauracher remembers. In 1987, his family had taken over the Sonnhof, subsequently to run it "totally traditionally, with group packages, day visitors, children free." Around 2002 the family realized, "this doesn't make sense anymore," and changed course. It was friends who were enthusiastic about Ayurveda, and who didn't want to go to India all the time, who suggested the idea, says Mauracher, and so they simply went for it.

"It wasn't easy," the entrepreneur says today, yet it worked better than expected, not only in spring and autumn, but throughout the year. "The guests kept pushing us all the time with requests and suggestions," says Mauracher. In 2006, finally, the entire hotel was switched to Ayurveda and since then, building on the three cornerstones of Ayurvedic Nutrition, Diagnosis & Treatment, and Yoga & Spirituality, has been offering medically supervised Ayurvedic packages. However, from the very beginning the resort has gone its very own way, a Tyrolean way. "Our idea was to adapt Ayurveda to Europe and to Tyrol, to cook with our own foodstuffs, herbs and spices so that the outcome would fit in with the Ayurvedic concept," says the boss of the Ayurveda Resort Sonnhof. European Ayurveda at the heart of the Tyrolean Alps, this is what the Mauraches call their concept, which they are spoiling their sixty guests with all year round, and for which they also have won numerous awards (e.g. a ranking among the fifty best spas in the world). A specialization, Johann Mauracher is convinced, that the guest is looking for and that is possible in many areas. Yet, he adds: "Consistency and quality are an absolute must."



Picture: marketing deluxe

At the Sonnhof Resort the Tyrolean interpretation of Ayurveda, the Indian art of healing, has successfully been put into practice.

As far as his staff is concerned, the entrepreneur encourages them to keep investing their energy and their know-how into the Ayurveda Resort Sonnhof. "This is the reason why I always wanted to have a year-round business. Without this constancy you will not be able to keep the quality." And he expects them to keep in balance, to live according to the principles of the Indian art of healing. Which Johann Mauracher himself has been doing for a long time. For more information go to www.sonnhof-ayurveda.at]

WELLNESS

Subject: [TOURISM STUDY]

The wellness philosophy is bearing fruit

A study of the Austrian Hotel and Tourism Bank paints the following picture: eighty-five per cent of hotels that generate more than 50,000 euro GOP (gross operating profit) per room follow a clear philosophy (and are geared towards a specific target group); sixty-five per cent of these focus on wellness, and ten per cent of the latter specialize in supplemental medical programs

Interview:

Wellness Hotels – A Healthy Alternative World

STANDORT: We have a bed to sleep in, we have food and a shower, can use the sauna and get a massage. Why then do we go to a wellness hotel?

FRANZ LINSER: Because wellness hotels are conceived as a kind of alternative world, or they should be. Back at home, books are piling up on the bedside table, in the holidays I want to have time to read. In my day-to-day life I live unhealthily, in my holidays I want to experience what is healthy. This alternative world works best when it encompasses the central aspects of our life: eating, exercise, sleep and body care – the latter not just in the sense of cosmetics, though, but in the sense of body care from within.

STANDORT: In other words, a returning of stressful everyday living to a state of normality?

LINSER: Yes, that is one of the main functions of a good wellness hotel. It should be able to bring about well-being, for us to say to ourselves, "I feel comfortable in my skin." Looking at it from this perspective, a simple wellness area in the basement, with a sauna hot until 10 p.m., will not be enough. After all, wellness was developed in the United States as a philosophy of life and not just as another service offered at a hotel. Many of those who take this view now find themselves in a vicious price war cycle, as customers naturally say to themselves: "They're all offering the same thing."

Picture: Andreas Friedle

STANDORT: Can this alternative world, this return to normality, work in a big hotel having hundreds of beds to fill?

LINSER: Around here there was a tendency for a long time to increase size. Yet we must not forget one thing: in Tyrol the wellness hotel industry has managed to turn seasonal into year-round businesses – a remarkable feat of the mid-nineties that has never been fully acknowledged. If you apply the basic principle "I let rooms" to a wellness hotel, you have to ask yourself where the money for wellness is coming from. Wellness around here still comes free of charge. It began with 150 beds and a few saunas. That worked for years, for the guests, the hotel owners, and the staff. In the meantime, though, what we define as wellness costs more than the rest of the hotel. A new wing of hotel rooms is cheaper than the wellness area, and the same applies to running costs.

STANDORT: Do you see alternatives?

LINSER: I perceive two options. For one thing, to invest in software, not in more hardware.

STANDORT: What do you mean?

LINSER: By offering programs and concepts in the context of existing infrastructure, you can find your way back to services you can charge guests for. Asking them to pay just for the sauna you are going to turn them away. The alternative is to employ a trained professional, who knows about saunas and is able to give advice, e.g. if such and such a sauna is compatible with a guest's blood pressure. Or you offer individually adapted multiple-day programs for losing weight, to help with chronic insomnia, etc., which may come at a price, which also have to have an effect, though.

STANDORT: And the second alternative?

LINSER: Many middle-class hotels take the top resorts as an example and believe if they follow it they will do fine themselves. Which is a mistake. What the others have built over thirty years, you will not achieve over night. However, as our society is increasingly dealing with psychological problems – for example burnout – and the desire for peace and quiet, for being away from it all, is getting ever stronger, there will also be an increasing demand for small-scale packages. There is a potential there.

> "Wellness is turning into a product categorized under 'I need that'."

Above all, this is something that Tyrol has always been good at, namely at being genuine, informal, personal.

STANDORT: Which direction, in your opinion, is wellness heading in?

LINSER: Up until now, wellness has been a product that one indulged in, coming under the heading "I want that." More and more, though, it is turning into a product categorized under "I need that." This is a development that we're not yet able to estimate, and that reaches well beyond the tourist industry. An American physician once said: "In the future, we have to teach people how to live." I'm absolutely convinced that he was right. Which is why wellness 2.0, or 3.0, extends into our everyday lives, we are looking at a sort of life coaching.]

Franz Linser studied sport science and English at the University of Innsbruck where, after two years in the United States, he worked as a lecturer. From 1989 to 1992, he coached the Austrian national ski team. In 1993, he founded a consultancy firm and since then has been an entrepreneur in the field of wellness and health tourism and has been developing hotel concepts in Austria and beyond. Info: www.linserhospitality.com

[specifically SEEN]

Pooling Core Competences

Picture: Andreas Friedle

Harald Gohm: "We are promoting selected lighthouse projects."

Around the world, Tyrol is known as a tourist destination that attracts millions of guests both in winter and in summer. However, Tyrol has also developed into a business and technology location that stands for innovation, creation of value, and growth, as well as health and quality of life. "Yet there remains one question," as Harald Gohm, CEO of Standortagentur Tirol, points out. "How, aside from slogans such as 'lovely country', 'highly qualified staff', and 'central location', which also our neighboring regions are marketing themselves with, can we become unmistakable?" One possible answer is: by way of smart specialization through a pooling of the Tyrolean competences in the fields of technology, tourism and health.

As early as the nineteen-seventies, the recipe proved successful with the combination of wellness and tourism, where Tyrol has been an international pioneer. Today, Standortagentur Tirol promotes selected lighthouse projects, as e.g. Sinfonia, a 27-million-euro EU project that deals with energy efficiency in urban construction and living. Another subject looked at is artificial snowmaking. "Here we're trying to establish a development center for innovative methods of producing snow for ski slopes in which economy and science together develop products, services and methods with which artificial snowmaking and slope management can be made more efficient and the use of resources at the same time reduced," Gohm explains.

Also in the field of health tourism, he says, the idea was to promote specializations in which the whole spectrum, from prevention via treatment to regeneration, went hand in hand with tourism. This is a future market opening up for Tyrol, Gohm is convinced. "There are also great chances here for the wellness sector, from construction to the development of innovative business models and food production, as well as architecture and medicine. Tyrol is literally predestined to take on a pioneering role in these areas and to use its competences in order to make itself clearly stand out."

Active Collaborations

In the Cluster Wellness Tirol more than one hundred members work together towards innovations.

It is a network that stretches across the whole of Tyrol, comprising 105 members who employ around 7,300 people, and having generated a turnover of 461 million euro in 2015 – the Cluster Wellness Tirol. "Our clusters are networks of businesses, research institutions, educational establishments and special interest groups in fields of economic and technical strength," Harald Gohm, CEO of Standortagentur Tirol, describes the Alpine innovation platforms. The members use joint synergies in order to promote innovations, as well as special services. "At home and abroad the joint approach improves the visibility of the sectors and their competences," says Gohm. The work of the Cluster Wellness Tirol currently focuses on projects in the fields of medical and health tourism applications, alpine health tourism, the optimization of wellness facilities, and innovative business models in the second health market. What is also actively promoted, though, is the collaboration with the other four Standortagentur clusters (Renewable Energies, IT, Mechatronics, Life Sciences). Almost four hundred members, around 50,000 jobs, and an annual turnover of ten billion euro make for a powerful platform that is amply being made us of. In 2015, some 2,500 participants visited workshops, information events, excursions and conferences. "Subjects such as e-health, telemedicine, or robotics in medicine have to be approached by thinking across sectors. Wellness and health is a case in point here: it touches not just on medicine, nutrition, and psychology, but also on mobility, food production, energy and energy efficiency, etc.," Harald Gohm points out. Info: www.standort-tirol.at/wellness]

Picture: Standortagentur Tirol

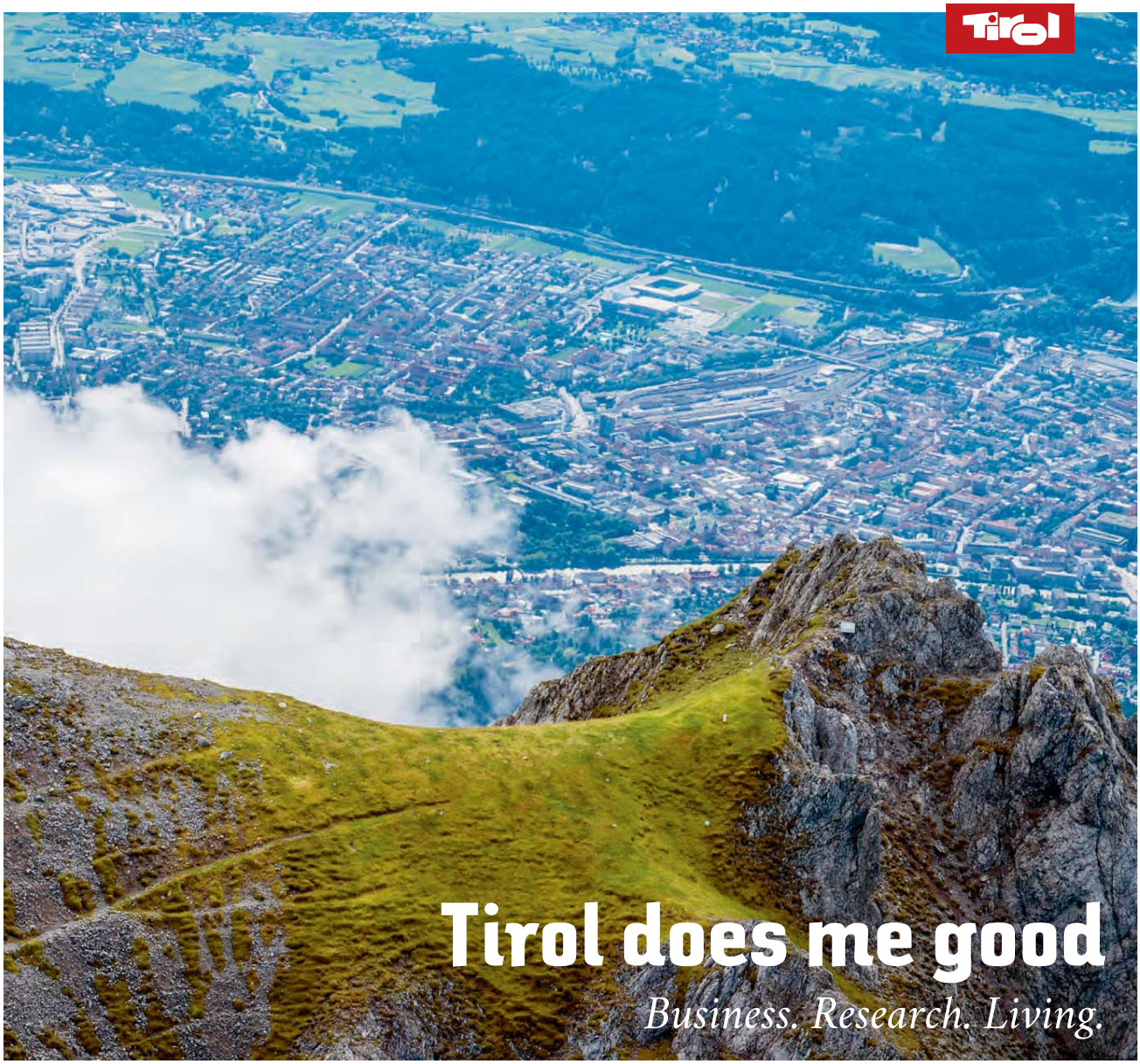
Around 2,500 participants visited the events of the five clusters in 2015.

FACTS. NEWS.
[Subject: Wellness]

Picture: Aqua Dome

Together with eight partners from Salzburg, South Tyrol, and the Province of Udine, the Cluster Wellness Tirol has submitted an Interreg Project on the subject of health tourism in winter. This project, entitled WinHealth, aims for a sustainable valorization of the natural and cultural spaces of the Alps in terms of a health tourism in winter, in order to confront the growing pressure to adapt and diversify that results from climate change and altered guest needs. The goal is to develop, across the borders, innovative value chains and business models for the winter season that are not meant to replace the snow-based core products, but to supplement them.

By merging the subjects of health and tourism, the Cluster Wellness Tirol promotes evidence-based health tourism on the management level. In the project "Wellness mit Wirkung" (lit. Wellness With Effect), traditional wellness elements such as sauna, yoga and massage are given a foundation in scientific studies, carried out together with medical partners, and presented in an intelligible information brochure to the entrepreneur.



Technology. Health. Tourism.
Tirol offers great prospects

With dossiers
Start-ups
Winter sports industry
International Tirol
tirol.info

Tirol in sight and holidays on the mind?

That's great. But you can do even better. When thinking of Tirol, also think of peak performances in the fields of science and economy. Of state-of-the-art infrastructure and a breathtaking Alpine setting. Think of a land with a strong character, which successfully combines technology, health and tourism. And think of a country with the best quality of life, where your senses can come into their own.

Curious about Tirol?
You're very welcome!
At www.tirol.info

Your partner on the spot

Standortagentur Tirol
Ing.-Etzel-Straße 17
6020 Innsbruck • Austria

t +43.512.576262
e office@standort-tirol.at
w www.standort-tirol.at

spa opportunities

GLOBAL WELLNESS SUMMIT SPECIAL EDITION **TYROL, AUSTRIA 2016** **Daily news & jobs: www.spaopportunities.com**

Wellness industry sees double-digit growth to US$3.72tr

New research from the Global Wellness Institute (GWI) has shown double-digit growth in the past two years for the wellness industry worldwide, from US$3.336tr (€3.02tr, £2.69tr) in 2013 to US$3.72tr (€3.36tr, £3tr) in 2015 – a 10.6 per cent jump.

The global spa economy – including spa facility revenues (US$77.6bn, €70bn, £62.6bn) as well as education, consulting, associations, media and event sectors that enable spa businesses (US$21bn, €19bn, £17bn) grew to US$98.6bn (€89, £79.5) in 2015.

Presenters from the GWI used balls to represent each industry segment

"Recent years have been marked by global economic contraction and disruptive geopolitical events, but a 'wellness economy' just keeps rising, with an upward trajectory that seems unstoppable," said Ophelia Yeung, senior research fellow for the GWI. Yeung pointed to 'megatrends' of an emerging global middle class, an ageing population, increase in chronic disease and stress, the failure of the "sick-care" medical model, and a growing subset of more affluent, educated consumers "seeking experiences rooted in meaning, purpose, authenticity and nature," as fueling the growth.

Wellness tourism grew 14 per cent in the same two-year period – more than twice as fast as overall tourism expenditures. World travellers made 691 million wellness trips in 2015, and wellness tourism now accounts for 15.6 per cent of total tourism revenues.

Wellness real estate was one of the fastest-growing wellness sectors, up 19 per cent from 2013 to 2015 to US$118.6bn (€107bn, £96bn).

"A profound shift in the way people consume wellness is underway: once a luxury or 'add-on,' it's now being infused into every aspect of daily life," said Katherine Johnston, senior research fellow at the Global Wellness Institute.

Details: http://lei.sr?a=e8J8m_S

GWS heads to Palm Beach, Florida in 2017

The 2017 dates and location have been announced, and next year, the Global Wellness Summit (GWS) will move to The Breakers hotel in Palm Beach, Florida. Susie Ellis, chair of the GWS, made the announcement at the end of this year's Summit in Tyrol, Austria.

The Summit will take place from 9-11 October. Three co-chairs were also announced: Maggie Hsu, advisor for online platform Zappos; Professor Gerry Bodeker, clinical psychologist and public health academic; and Claire Martorana, formerly of Web MD, who's just started a new role at the White House.

Details: http://lei.sr?a=z2f3G_S

Ali Raivi wins 'Shark Tank of Wellness'

The first-ever Shark Tank of Wellness Student Competition took place at last month's Global Wellness Summit in Kitzbuhel, Austria, awarding a top prize of US$5,000 (€4,522, £4,033) to Shahrin Ali Raivi from North South University in Bangladesh.

Ali Raivi won for her concept to make sustainable sanitary napkins accessible to the 80 per cent of women throughout Bangladesh who currently rely on unsanitary and ineffective options like sand, leaves, mud and unsterilised rags. Her Mukto Sanitary Napkin concept makes use of materials left over from the country's cotton industry, and promises to reduce the health and social problems associated with this issue. Ali Raivi accepted the award via Skype from Bangladesh.

Ali Raivi accepted the award at the GWS via Skype

A panel that included judges from across the wellness industry interviewed three student finalists live on stage before choosing a winner.

The two runner-ups received US$2,500 each and were Regina Tarany and Svejetlana Radakovic, both from the IMC University of Applied Sciences Krems in Austria.

Details: http://lei.sr?a=d5k3Z_S

GET SPA OPPS

Magazine sign up at spaopportunities.com/subs

PDF for iPad, Kindle & smart phone spaopportunities.com/pdf

Online on digital turning pages spaopportunities.com/digital

Twitter follow us: @spaopps @spaoppsjobs

Job board live job updates spaopportunities.com

Ezine sign up for weekly updates spaopportunities.com/ezine

Instant sign up for instant alerts at spaopportunities.com/instant

RSS sign up for job & news feeds spaopportunities.com/rss

CONTACT US

The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts' fullname@leisuremedia.com

Subscriptions

Denise Adams +44 (0)1462 471930

subs@leisuremedia.com

Editor

Liz Terry +44 (0)1462 431385

Head of news

Matthew Campelli (0)1462 431912

News editor

Jane Kitchen +44 (0)1462 471929

Reporters

Tom Anstey +44 (0)1462 471916

Kim Megson +44 (0)1462 471915

Publisher

Astrid Ros +44 (0)1462 471911

Product editor

Kate Corney +44 (0)1462 471927

Design

Ed Gallagher +44 (0)1905 20198

Web team

Michael Paramore +44 (0)1462 471926

Dean Fox +44 (0)1462 471900

Emma Harris +44 (0)1462 471921

Tim Nash +44 (0)1462 471917

Circulation manager

Michael Emmerson +44 (0)1462 471932

Subscribe to Spa Opportunities:
Online: www.leisuresubs.com
Email: subs@leisuremedia.com
Tel: +44 (0)1462 471913
Annual subscription rates are UK £20, Rest of world £26, students (UK) £13.

Spa Opportunities is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Preview Cromatic Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2015. ISSN1753/3430 To subscribe to Spa Opportunities log on to www.leisuresubs.com or email: subs@leisuremedia.com or call +44 1462 471930.

Panel examines wellness architecture

Spa Opportunities editor Liz Terry (far right) moderated the panel

Wellness in architecture was a key topic at the Global Wellness Summit in Austria last month, as a panel featuring two health and wellbeing specialists from global architecture and engineering firm Arup took the stage to discuss the ways in which building design affects everything from health to mood – and how quickly the space is changing.

Spa Business and *Spa Opportunities* editorial director Liz Terry moderated the panel, which featured Anne Marie Aguilar, who is associate director at Arup and also works in international relations for the International WELL Building Institute; and Vicki Lockhart, a senior specialist in health and wellbeing at Arup. Terry opened the session by detailing the importance of the subject matter for the spa industry.

"This matters to every one of you," she said. "All of you rely on there being a building of some kind in order to do your business. We spend millions creating these facilities, and we need to be sure that they're not only fit for purpose now, but also for tomorrow and the lifetime of the building."

Terry painted a picture of the not-so-distant future, when people carrying personal pollution sensors will refuse to enter buildings if they're toxic, rendering the real estate valueless.

"Indoor air is even more toxic than outdoor air – and for people who run spa and wellness facilities, that's a huge issue," said Terry.

Aguilar detailed how indoor air quality is ranked as one of the world's greatest public health risks, with off-gassing from furniture, sealants, paints and fabric adding invisible pollution to the spaces we live and work. She advised owners and operators to get together a list of toxic materials that they refuse to put in their buildings.

"If you want a healing environment, you need to provide that for your guests all the way through," she said.

Lockhart then looked at the ways technology is helping to build a new generation of buildings – by establishing accurately how they affect the people who use them.

Arup has developed a Sound Lab that can create the acoustic performance of a building before it's built, so clients can experience what it will sound like – a huge boon for architects designing things like retreats, where sound is of the utmost importance, and also useful in the wider world for the likes of large-scale retail, residential or rail projects, where noise pollution is a potential disruptor.

Arup is also using virtual reality (VR) to find out how people react to spaces before they're built, by wire people up with biometric sensors and then immersing them in different environments ***Details: http://lei.sr?a=r4Z4N_S***

Delos reveals cruise ship expansion

Wellness real estate firm Delos is expanding its Stay Well programme with a new Stay Well at Sea cruise ship programme and is also soon to launch its first airport lounge in partnership with skincare brand Comfort Zone.

The Stay Well at Sea programme has been developed in partnership with several leading cruise operators and is being created with Steiner Leisure, The Cleveland Clinic and Deepak Chopra's new wellness platform, Jiyo.

Mindfulness and meditation will play a big part in The Stay Well at Sea programme, which will also include access to classes and apps, so that guests can book things like active excursions with a set amount of healthy steps.

"The (cruise) industry is understanding that they have to start selling wellness, and they have to put it up front," Alfredo Carvajal, president of Delos International & Signature Program, told an audience at the Global Wellness Summit.

Guests will also have access to three months of self-guided programming and eCoaches from the Cleveland Clinic after they disembark the cruise ship, which will address topics such as nutrition, sleep and stress reduction.

"So it's not just what happens on board, it's what you're going to learn – and what you're going to take with you after you disembark," said Carvajal. ***Details: http://lei.sr?a=X7E6N_S***

 ©CYBERTREK 2016

Focus on mental wellness at GWS

De Neve says governments are more interested in happiness

Mental wellness was an underlying focus for this year's Global Wellness Summit, with several speakers looking at what the spa industry can do to address the issue.

Jan-Emmanuel De Neve, associate professor of economics and strategy at Oxford University's Saïd Business School, outlined how governments and financial bodies are waking up to the value of people's happiness and mental wellbeing. This was echoed by economist Theirry Malleret, who foresees a time when "wellness will become mandatory" for countries and policy makers.

Based on the UN-endorsed 2016 World Happiness Report, of which De Neve is the co-editor, delegates heard how happy employees are 7-12 per cent more productive, and that people who are the happiest at age 16, 18 and 22 will earn about US$3,000 more per year than the national average when they reach 30.

The happiest countries in the world are Denmark and Switzerland, said De Neve, but we should be mindful of the countries that are not so content or have experienced losses in growth, such as Greece.

"It's in times of crisis and losses that the wellness industry has the most to do and ought to be most active, as that's when people can benefit from it the most," he explained.

Psychologist and public health academic Dr Gerry Bodeker said that with the World Health Organization flagging up mental health as one of its top priorities in the next decade, now is the time for spas to get in on the act, as the many mental, nutritional and physical modalities they offer are already proven to have physiological and neurological benefits.

"They [the modalities] really make the case for a mental wellness category pathway that's distinct from what's been seen as the world of mental health in the past," explained Bodeker. "It's time to stick a flag in the ground and say not only do we care about this, but that we're already doing something about it."

Spas that will really succeed in this arena, he added, will prioritise regular visits, research, and post-visit follow ups and consultations.

Other speakers shared their different perspectives on how to achieve mental wellness.

Dieter Mueller-Elmau, owner of Germany's Schloss Elmau Luxury Spa & Cultural Hideaway, talked about creating mental wellness by converging music, literature, poetry and spa. Olympic ski champion Stephan Eberharter motivated delegates with his vision of mental toughness – based on 'the fun factor', setting goals and passion – before accompanying them for an afternoon of mountain outdoor activities. ***Details: http://lei.sr?a=M2P3x_S***

Leisure Media at the 2016 Summit

Spa Business and *Spa Opportunities* editorial director Liz Terry, along with *Spa Business* editor Katie Barnes and *Spa Opportunities* news editor Jane Kitchen attended this year's Global Wellness Summit to report on proceedings.

Delegates were given copies of *Spa Opportunities* and *Spa Business*, along with the *Spa Business Handbook 2016* and *CLAD*, Leisure Media's newest title.

Terry, who is also editor of *CLAD*, moderated a panel on wellness in architecture (see story, opposite page), and Kitchen and Terry reported and tweeted live from the sessions to keep readers up-to-date.

Kitchen and Barnes atop Hahnenkamm mountain

Amazon subsidiary reveals interest in wellness hotels

Hsu says hotels could be a next step for Zappos

In a talk at the Global Wellness Summit, Maggie Hsu, advisor to online clothing company Zappos, hinted that the firm – which is owned by online giant Amazon – is eyeing up the wellness hospitality space.

The e-commerce company is already looking at customer service in hospitals as part of its Downtown Project in Las Vegas, where it's headquartered.

A portion of its US$50m (€46m, £41m) investment in the redevelopment scheme is funding Turntable Health – a primary care clinic that will run on a membership model, similar to a gym. As part of a monthly fee of around US$100 (€91, £82), patients will have unlimited access to physicians, who will therefore be financially incentivised to keep patients or 'customers' healthy.

Hsu said hotels would be a natural follow on from this.

Details: http://lei.sr?a=A6K7p_S

GWD ambassadors joined Aksoy onstage

Show of support at GWS for 2017 Global Wellness Day

Belgin Aksoy, founder of Global Wellness Day, gave an update on the annual event, saying it is now celebrated in more than 90 countries thanks to its ambassadors around the world.

Global Wellness Day ambassadors joined Aksoy on the stage in an upbeat show of support that included a video with highlights from the 2016 event. Next year's GWD is set for 10 June, 2017.

11

Susie Ellis with Hauser (centre), Marc Cohen

Two European industry icons honoured at 2016 Summit

Two industry icons were honoured at the Global Wellness Summit.

Balthasar Hauser received an award for Leader in Sustainability for his Austrian hotel, Biohotel Stanglwirt, which is built around an organic farm.

Richard Schmitz, CEO of H/S/M Hotel und Spa Management in Germany, received an award for Leader in Innovation. Schmitz was the first to add 'and Spa' to a resort's title, back in 1983, when he changed the name of Brenners Park Hotel in Baden Baden, Germany, to Brenners Park Hotel & Spa – forever changing the face of the spa industry.

Details: http://lei.sr?a=H2c7j_S

Continued growth for wellness communities

This year, a key emphasis at the Global Wellness Summit was on the Wellness Communities Initiative, spearheaded by Mia Kyricos, who is also founder of strategic advisory firm Kyricos & Associates.

The GWI estimated wellness real estate to be a US$118.6bn (€107bn, £95bn) sector in 2015, a 19 per cent growth since 2013, and communities are cropping up worldwide – from the 10 Healthy New Towns proposed in the UK, to Serenbe in the US, Worldcare Wellness Village in Dubai and Avira Living in Wellness in Malaysia.

"We have evolved our conversations from places we would like to visit, to places we may now work, play, heal, learn – and ultimately live," said Kyricos.

The initiative has just published a white paper to address critical issues surrounding the fast-growing sector. And the industry should expect to hear much more about wellness communities in the year ahead, as it was revealed that the 2017 Summit's main body of research, to be released at next year's Global Wellness Summit, will delve deeper into the wellness real estate sector.

Details: http://lei.sr?a=P8u3j_S

Investors need 'scalable wellness'

Investors are looking for an "institutionalised system" when it comes to spas, according to Omer Isvan, president of international investment consultancy Servotel.

Isvan says that scaleable wellness is where the future of spas is

Isvan spoke at a session at the Global Wellness Summit and said while many hotel operators don't understand wellness well enough, they recognise that it is a trend – and an element they should have in their properties.

"Spas have brought a new segmentation into the hotel, changed the average length of stay and spend of a person, and secured repeat customers," said Isvan. "I've seen hotels very often carried by a loss-making spa, and if I took that spa out of the hotel, the hotel would collapse."

Isvan said investors are looking for "more than just a spa that delivers the feel-good factor" – they've recognised the growing consumer need for integrative wellness/medicine and transformational experiences, and are ready and waiting to put money into integrative wellness destinations.

"There's a depth of knowledge [about wellness operations] in this room but no one has packaged this up into a pill that an investor can swallow," he continued. "In the hospitality industry, you can buy a 'hotel management package' from the likes of Hilton. There's a huge supermarket where you can buy brands, management, distribution, marketing and sales, recognition and PR. But this has not happened with integrative medicine and wellness and that's where the big gap is today."

Details: http://lei.sr?a=5p9a4_S

Bosshart: listening to data is key

David Bosshart, CEO of Gottlieb Duttweiler Institute in Switzerland, addressed the Global Wellness Summit attendees, speaking about how fast-changing technology will shape our world in the coming years. Bosshart said that the use of technology is moving us towards abundance and transcendence.

Bosshart says we are moving towards 'a sort of data Buddhism'

"With the rapid normalisation of the digital, we will become human beings again, as everything digital goes into the background," he said. "We are going towards sort of a data Buddhism."

Bosshart spoke of a new world where algorithms know better who we are than we do. We all know the importance of listening to our customers, he said, but "can you listen to your data?" he asked. "Listening to your data will be the key success factor over the coming years."

And as data continues to grow in importance, we are faced with the ever-increasing problem of what to do with endless data.

"The only scarcity is the power of imagination," said Bosshart. "Imagination is the ultimate survival kit."

Bosshart also spoke about how augmented reality will create "personalised mass uniqueness," and will open up possibilities for new realities for many, such as disabled people being able to have the feeling of swimming in a lake. ***Details: http://lei.sr?a=G6Q7H_S***

©CYBERTREK 2016

Linser suggests move to 'art of living'

Dr Franz Linser, CEO of Linser Hospitality, addressed the Global Wellness Summit, discussing 'Wellness as it was meant to be.' Linser suggested that getting back to the idea of basic wellness, looking at things like using your mind constructively, expressing emotions and immersing yourself in daily activities.

Linser says we need to get back to the idea of basic wellness

"It's active health promotion through lifestyle change," said Linser.

The need for holistic wellness has increased, he said, at the same time that its use has declined. Linser pointed to a sedentary lifestyle, rising worldwide obesity rates, and the fact that birth rates are down in wealthy countries.

"We have big houses and big dinner tables, but nobody is eating there," he said.

At the same time, depression rates are also rising, and are especially high among women aged 25 to 60 – a key spa and wellness demographic. While we've recently looked at wellness for the well, Linser hopes that in the future, we'll begin looking at wellness for the unwell and even wellness for the sick.

Linser suggested a movement from the art of healing to the art of living, and that future wellness locations will include more nature, and more authenticity of place.

"There is a movement from doing to being," Linser said. He said he hopes the future includes creating 'biotops,' "in which sensitive human beings can grow."

"Wellness comes by listening to your inner voice," Linser said. "It comes from nature and beauty."

Details: http://lei.sr?a=K9F7h_S

Krückeberg, Jacobs talk architecture

During a panel at the Global Wellness Summit, Lars Krückeberg, founding partner of architecture firm GRAFT, and Neil Jacobs, CEO of Six Senses, detailed the way the two companies have worked together to incorporate wellness into the resort brand's architecture during a panel moderated by *Spa Opportunities* editor Liz Terry.

Krückeberg, left, and Jacobs discussed their work together

Graft is working with Six Senses on the upcoming Six Senses Gammarth in Tunisia.

Especially after recent terrorist events in the country, Jacobs wanted to bring an element of healing to the Tunisian property.

"Part of the impetus of this design – the curvature of the buildings, the roundness of the landscape – we felt the form of the property was nurturing," said Jacobs. "It's dramatic and contemporary, but it still feels very comforting, and will provide a sanctuary for both locals and tourists."

Graft focused on using local materials and craftsmanship, and transforming the space to fit in with the local vernacular.

"It was important to create something that was unique – that could only happen there," said Krückeberg.

Jacobs also detailed how Six Senses used a consultant who specialises in sacred geometry to incorporate these elements into the building design.

Details: http://lei.sr?a=U3s9V_S

McCarthy received the Debra Simon Award

Aksoy, McCarthy, Isaac all honoured with awards

Belgin Aksoy, Jeremy McCarthy and Dr Fikry Isaac were all honoured with awards at the Global Wellness Summit.

Isaac, former VP of global health services for Johnson & Johnson, was named Leader in Workplace Wellness for his pioneering work in the field of workplace health promotion and global health.

Aksoy was honoured as a Leading Woman in Wellness for her work in founding Global Wellness Day, a nonprofit grassroots movement that has now reached more than 90 countries.

Aksoy thanked Global Wellness Institute chair Susie Ellis and the GWS for the honour, and dedicated it to "all the hardworking, strong women in the world, especially to the loving memory of my soul-sister, Charlene Florian."

Florian, who worked for skincare brand Kerstin Florian, died earlier this year, and this year's Global Wellness Day was dedicated to her memory. Aksoy also invited Jean-Guy de Gabriac, international coordinator of Global Wellness Day, on to the stage to help accept the award.

And McCarthy, group director of spa & wellness for Mandarin Oriental Hotel Group and author of The Psychology of Spas & Wellbeing, received the first-ever Debra Simon Award for Leader in Furthering Mental Wellness for his work in bringing the power of positive psychology to the spa industry.

The award was introduced by Simon's daughter, Lauren Wright, in an emotional video that paid tribute to her mother's legacy.

In a Facebook post, McCarthy said he was taken by surprise at the award.

"This is an honor I do not take lightly – my heart and soul are soaring from this acknowledgement by my peers," he said in the post. "So amazing to work alongside this incredible wellness community and feel the focus shift from merely battling illness to fostering wellbeing and human flourishing."

Details: http://lei.sr?a=p8s9Z_S

13

the global resource for spa professionals

spa business

2017 HANDBOOK

The *Spa Business Handbook* is a comprehensive guide and reference tool distributed to key decision makers including leading hotel and spa operators, suppliers, developers, consultants and other experts worldwide. It will also be distributed at key spa events, making it a must to be seen in.

What's in the handbook?

Operator information

- Spa Foresight™ – trends, technologies and strategies which will shape the future
- Development pipeline
- Industry thought leaders
- Key sector statistics and research
- Market reports
- Diary – events, shows and networking opportunities

Supplier information

- Company profiles including key information, contact details, images of products and a picture of a key contact
- Spa product and service suppliers contact book
- A-Z listing of trade associations

To book your company profile or for further information please contact Astrid Ros

T +44 (0)1462 471911
E astridros@spabusiness.com

Panel tackles wellness destinations

A panel gathered for a break-out session at the Global Wellness Summit in Kitzbuhel, Austria, last month to discuss how to make a destination successful by incorporating wellness.

Dr Franz Linser, standing, moderated a panel on wellness destinations

David Wickline, chair of investment group Alchemy Ventures Group, said he looks for resorts that can be transformative but also sustainable financially.

"I look at it as a subject where to do well, you have to invest and be invested both with the heart and the mind," he said.

Wellness communities can be small villages, areas or even a country, said Dr Eleni Michopoulou, a senior lecturer in business management at the University of Derby in the UK. Some destination wellness communities can take everyday life activities and showcase them as wellness activities, she said, such as picking mushrooms in Finland.

Robert Ranzi, cluster manager for Standortagentur in Tirol, Austria, said nutrition, movement, body workouts, fitness, relaxation and and water therapy are all important in incorporating wellness.

Nature and natural activities were mentioned by many on the panel as being crucial to incorporating wellness.

Paul Limburg, medical director for Mayo Clinic Global Business Solutions, however, said that sometimes, an outside-in perspective can create a wellness destination, much like his company has done in its wellness community in Minnesota.

"Rochester is not a tourist destination and never will be," said Limburg. "We had to look at how we can truly create something that is more integrative that puts the person at the centre. The needs of the person comes first – that is how we can create something that we can draw people in."

Josh Luckow, executive director of Canyon Ranch in the US, said that the experience of the destination rather than the locality is what makes it work.

"Each area is going to have its own unique qualities, and you want to draw upon those," he said, "but it's more the passion, and the facilitation of the space where transformation can happen."

Details: http://lei.sr?a=w5c7N_S

Delegates take to the mountaintop

Delegates at this year's Global Wellness Summit were treated to a different format, wherein after a keynote address by Olympic ski champion Stephan Eberharter, all 500 attendees put on their parkas and headed to the ski lift, which took them to the summit of nearby Hahnenkamm Mountain.

Delegates had a chance to meet with Eberharter

Eberharter's keynote focused on how to "think like a winner" by cultivating mental toughness, why the "fun factor" needs to be a key element in professional motivation, and why resilience and openness to change is the path to success.

Hahnenkamm is home to the most challenging downhill slope on the circuit, where Eberharter flew to one of the most impressive victories in skiing history: destroying the course record in 2004, with a perfect 80mph-ride. At the top of the mountain, delegates enjoyed a traditional Austrian lunch with a view across the misty Alps, and were also able to experience Alpine wellness first-hand. Mountain biking, hiking, paragliding and Segway rides were all available, and guests had the opportunity to meet with and talk to Eberharter. ***Details: http://lei.sr?a=c9r4C_S***

©CYBERTREK 2016

10 YEARS | GLOBAL WELLNESS SUMMIT // TYROL 2016

A SPECIAL THANK YOU
TO OUR 2016 GLOBAL WELLNESS SUMMIT SPONSORS

Tirol
Spafinder Wellness 365
Kitzbühel
BUDHAGIRL
WKO WIRTSCHAFTSKAMMER TIROL
BIOLOGIQUE RECHERCHE
CANYONRANCH
Delos Innovate Well
GHARIENI
Lemi ITALIAN WELLNESS EQUIPMENT
TECHNOGYM The Wellness Company
universal companies
booker.
Chiva-Som
[comfort zone] SKIN SCIENCE SOUL
DORNBRACHT
ELEMIS
ÉMINENCE HUNGARY
Salon & Spa
ESPA
FOUR SEASONS Hotels and Resorts
HydraFacial MD
jane iredale
JUNE JACOBS
KLAFS MY SAUNA AND SPA
LEFAY
The Madison Collection
MIRAVAL
MSWG Medical Spa & Wellness Group
PERFORMANCE HEALTH Feel Good Live Great
RANCHO LA PUERTA
ResortSuite Know your Guest.
sanitas
the bodyholiday Saint Lucia
treatwell
TWO BUNCH PALMS
weight watchers
zeel Massage On Demand

GLOBAL WELLNESS SUMMIT // TYROL 2016 SPECIAL ISSUE

SUMMIT SNAPS

This year's Global Wellness Summit welcomed 500 delegates to Kitzbühel, Austria, for three days of Alpine wellness and education.

Top left: Andrew Gibson with a ball representing the spa economy. Above delegates at the Summit. Right: traditional Tyrolean culture. Left: Claudia Aguirre. Below: Mark Wuttke.

© CYBERTREK 2016

Global Wellness Summit chair Susie Ellis raises a glass to toast next year's Summit, set to take place in Palm Beach, Florida.

Clockwise from above: Julie Bach; Shark Tank of Wellness judges; Samantha Foster; Louis Schawartzberg; Spa Opportunities' Liz Terry hosts wellness in architecture panel

© CYBERTREK 2016

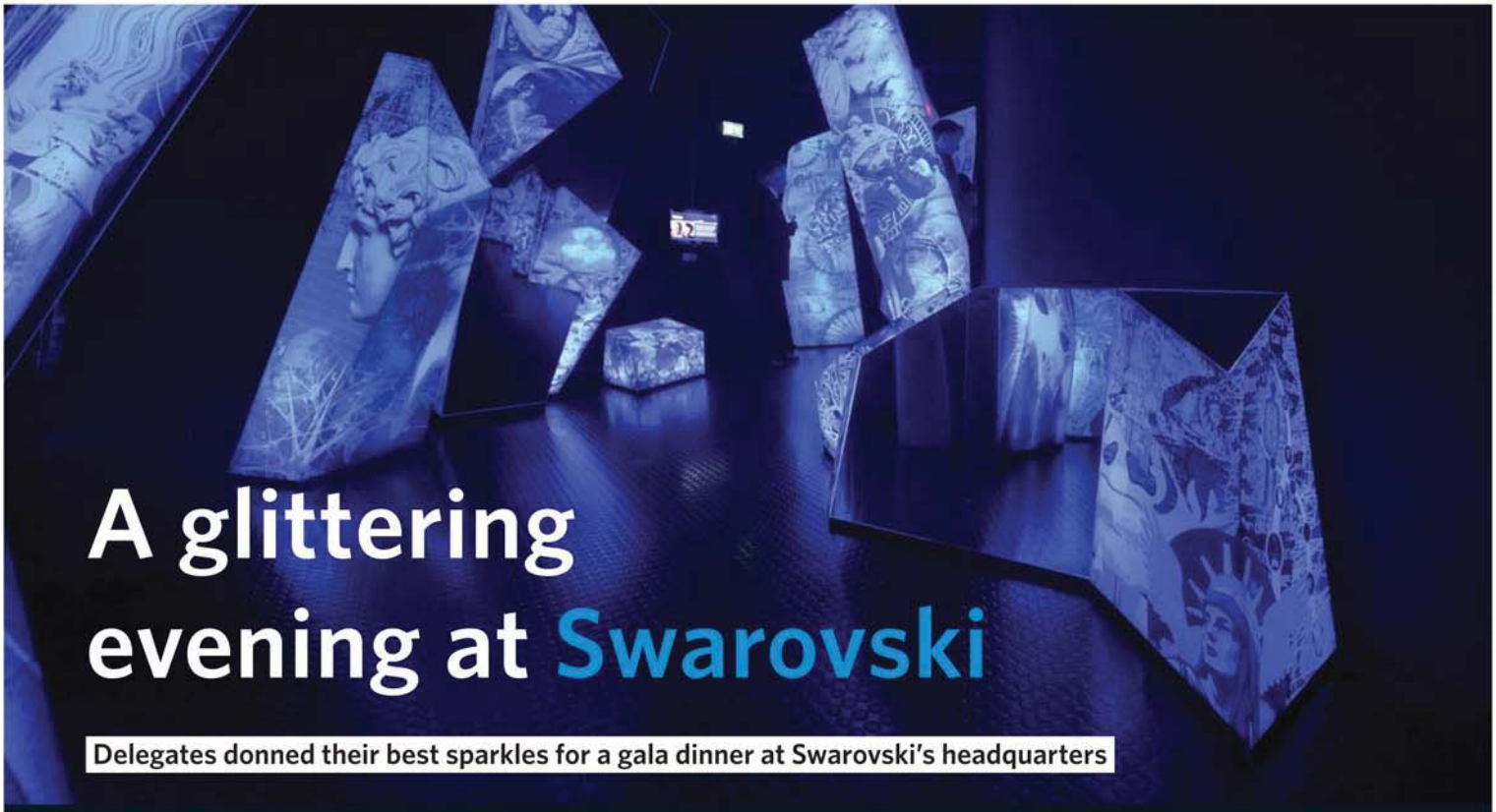
2017 GWS co-chairs and hosts; Irene Forte; Dr Fikry Isaac is honoured; Edie Weiner; Dietmar Mueller-Elmau.

Mehmet Er enjoys mountain biking; art as wellness; Olympic ski champion Stephan Eberharter; and above, delegates enjoy the fresh Alpine air after lunch.

© CYBERTREK 2016

Delegates cheer the opening of the Summit; CG Funk; Interactive lunch 'Ask the Expert' table topic discussions.

Below left: Balthasar Hauser and his wife sing traditional Austrian songs; below right: delegates mingle with Olympic skier Stephan Eberharter.



A glittering evening at Swarovski

Delegates donned their best sparkles for a gala dinner at Swarovski's headquarters

© CYBERTREK 2016

European traditions highlighted at GWS

With the GWS taking place in Austria this year, several sessions highlighted the long history of wellness traditions in Europe. Dr Franz Linser revealed how Tyrol was one of the first regions in the world to adopt wellness tourism on a wider scale by developing and promoting a cluster of sport and spa hotels 26 years ago.

In fact, Austria ranks 11 th in the world for spa revenues – generating €1.45bn (US$1.6bn, £1.3bn) in 2015 – and seventh among European countries.

Left to right: Alla Sokolova, Adrian Egger, Anna Bjurstam and Aldina Duarte discuss 'textile-free' saunas

The wellness setting dovetailed neatly with the summit's theme of "Back to the Future," which looked at what the industry has achieved in the last decade while also predicting where it's heading in the next 10 years. But it wasn't all about Austria. A general session moderated by Six Senses' vice president of spa and wellness Anna Bjurstam shone a spotlight on European bathing traditions including thalassotherapy, Russian banyas, Latvian pirts and the Sauna Aufguss – the latter of which captured delegates' imagination when details of its sauna-as-event tradition were described. In the coming years, the panel foresees a bathing renaissance and sauna renaissance as relaxation and prevention become increasingly important to society.

Susan Harmsworth says the industry has much to learn from Austria

In another nod to European spa prowess, Summit co-chair Susan Harmsworth, founder of ESPA International, drew attention to the region's outstanding health practitioners and alternative medical practices – such as Lanserhof, Brenners Park Hotel & Spa, Schloss Elmau and Vivamayr medical spas – in a session she moderated.

Harmsworth said: "I have 600 spas in 60 countries and from a global perspective I don't think you [spa operators] realise what you have here. You have amazing practitioners… And you're so far ahead in your medical wellness with the Mayr principle that's so prevalent, as well as in the holistic side in terms of personal training and nutrition."

She said that as the global spa industry looks to getmore into the 'wellness business' it has much to learn from Austria's lead.

Details:http://lei.sr?a=K2k8b_S

Lasse Eriksen gave details of the Sauna Aufguss

Aldina Duarte discussed bathing traditions

ADDRESS BOOK

Argentina Spa Association
T: +54 11 4468 0879 W: www.asociacionspa.org

Association of Malaysian Spas (AMSPA)
T: +603 4253 3478 W: www.amspa.org.my

Australasian Spa Association
T: +61 4 3003 3174 W: www.spaandwellness.com.au

Bali Spa and Wellness Association (BSWA)
W: www.balispawellness-association.org

Brazilian Spas Association
T: +55 11 2307 5595 W: www.abcspas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)
T: +359 2 942 7130 W: www.bubspa.org

China Spa Association
T: +86 21 5385 8951 W: www.chinaspaassociation.com

Association of Spas of the Czech Republic
T: +420 606 063 145 W: www.jedemedolazni.cz

The Day Spa Association (US)
T: +1 877 851 8998 W: www.dayspaassociation.com

Estonian Spa Association
T: +372 510 9306 W: www.estonianspas.eu

European Spas Association
T: +32 2 282 0558 W: www.espa-ehv.com

Federation of Holistic Therapists (FHT)
T: +44 23 8062 4350 W: www.fht.org.uk

French Spa Association (SPA-A)
W: www.spa-a.com

German Spas Association
T: +49 30 24 63 692-0 W: www.deutscher-heilbaederverband.de

Hungarian Baths Association
T: +36 1 220 2282 W: www.furdoszovetseg.hu/en

The Iceland Spa Association
W: www.visitspas.eu/iceland

The International Medical Spa Association
T: +1 877 851 8998 W: www.dayspaassociation.com/imsa

International Spa & Wellness Association (ISWA)
T: +49 69 130 25 86 0 W: www.iswa.de

International Spa Association (ISPA)
T: +1 859 226 4326 W: www.experienceispa.com

Japan Spa Association
W: www.j-spa.jp

Leading Spas of Canada
T: +1 800 704 6393 W: www.leadingspasofcanada.com

National Guild of Spa Experts Russia
T: +7 495 226 4289 W: www.russiaspas.ru

Portuguese Spas Association
T: +351 217 940 574 W: www.termasdeportugal.pt

Romanian Spa Organization
T: +40 21 322 01 88 W: www.romanian-spas.ro

Salt Therapy Association
W: www.salttherapyassociation.org

Samui Spa Association
T: +66 7742 08712 W: www.samuispaassociation.com

Serbian Spas and Resorts Association
T: +381 36 611 110 W: www.serbianspas.org

South African Spa Association
T: +27 11 447 9959 W: www.saspaassociation.co.za

Spanish National Spa Association
T: +34 902 1176 22 W: www.balnearios.org

Spa Association of India
T: +91 995 889 5151 W: www.spaassociationofindia.in

Spa Association Singapore
T: +65 6223 1158 W: www.spaassociation.org.sg

Spa & Wellness Africa Association
W: www.spaassociationofafrica.com

Spa & Wellness International Council (SWIC)
T: +7 4957640203 W:www.iswic.ru

Taiwan Spa Association
W: www.tspa.tw

Thai Spa Association
T: +66 2168 7094 W: www.thaispaassociation.com

Turkish Spa Association
T: +90 212 635 1201 W: www.spa-turkey.com

The UK Spa Association
T: +44 8707 800 787 W: www.spabusinessassociation.co.uk

Ukrainian SPA Association
T: +3 8044 253 74 79 W: www.spaua.org

21

© CYBERTREK 2016

Der Gipfel des Wohlbefindens

Mitte Oktober wurde Kitzbühel für drei Tage zum Zentrum der Wellness-Welt. Rund 500 Teilnehmer aus 40 Nationen besuchten dort den Global Wellness Summit, der mittlerweile zum zehnten Mal stattfand – und zum ersten Mal in Österreich.

VON DANIEL FEICHTNER

© GLOBAL WELLNESS SUMMIT

In Kitzbühel traf sich vom 17. bis zum 19. Oktober das Who-is-Who der internationalen Wellness-Industrie.

Dass die Wahl auf Österreich und spezifisch Tirol als Austragungsort des zehnten Global Wellness Summits gefallen ist, hat nichts mit Zufall zu tun, versichert Susie Ellis: „Als kleines Land mit 8,5 Millionen Einwohnern ist Österreich ein absolutes Wellness-Powerhouse", attestiert die Vorsitzende des Global Wellness Institutes, das den Summit jährlich veranstaltet. Laut dem Institut liegt Österreich bei den Pro-Kopf-Ausgaben der Wellness-Gäste international mit großem Vorsprung an erster Stelle – und verkörpert den weltweit fünftgrößten Markt der Wellness-Industrie. „Und wenn Österreich schon eine Vorreiter-Nation des Sektors ist, ist Tirol mit über 400 Wellness-Hotels und Spas und als Anziehungspunkt für 40 Prozent der jährlichen Tourismusgäste ganz Österreichs ihr unbestrittenes Kapitol."

„Tirol hat etwas, das die ganze Welt will. Diese Ressourcen müssen aber richtig vermarktet werden."

SUE HARMSWORTH,
GF ESPA INTERNATIONAL

Für Ellis war die Entscheidung, die Jubiläumsausgabe des Summits gewisserma-

„Wenn Österreich schon eine Vorreiter-Nation des Sektors ist, ist Tirol mit über 400 Wellness-Hotels und Spas und als Anziehungspunkt für 40 Prozent der jährlichen Tourismusgäste ganz Österreichs ihr unbestrittenes Kapitol."

SUSIE ELLIS, CEO GLOBAL WELLNESS INSTITUTE

ßen im Epizentrum der Wellness-Industrie auszutragen, somit eine Selbstverständlichkeit. Unter dem Motto „Zurück in die Zukunft" befassten sich nationale und internationale Experten mit der Geschichte und der Zukunft der Wellness in allen ihren Facetten – und gaben auch wichtige Impulse für die Tiroler Wellness-Industrie.

Den eigenen Wert erkennen.

„Österreich als Ganzes und Tirol im Speziellen verfügen über unermesslich wertvolle Ressourcen – sowohl was das Produkt Wellness betrifft als auch im Bereich der Professionalisierung", sagt die Gründerin des britischen ESPA-Konzerns Sue Harmsworth. „Woran es teilweise noch fehlt, ist das Bewusstsein darum." Wellness geht mittlerweile weit über den Spa-Bereich hinaus und dringt in immer neue Bereiche vor – Ernährung und Sport, aber auch das psychische Wohlbefinden und das echte, unverfälschte Naturerlebnis sind nur einige der vielen Säulen, die mittlerweile das Fundament der Industrie bilden. Dementsprechend ist auch bei Produkten und Angeboten ein immer ganzheitlicherer Ansatz nötig.

„Tirol hat etwas, das die ganze Welt will", meint Harmsworth. „Diese Ressourcen müssen aber richtig vermarktet werden." Die Tiroler Stärken sieht sie klar in Segmenten wie der Sportmedizin. In den „sanfteren" Bereichen wie Holistik, Spiritualität und ganzheitlichem Wohlbefinden konstatiert Harmsworth Aufholbedarf. Es gelte, besser abgerundete, emotional ansprechendere Produkte zu entwerfen, um sich am internationalen Markt besser zu positionieren. „Dazu kommt der Ausbildungs-Aspekt", sagt die Britin. „Professionelle Arbeitskräfte werden weltweit in allen Facetten der Wellness-Industrie gesucht. Diese Nachfrage wird noch steigen. Tirol bietet schon heute einige der besten Ausbildungen in dem Bereich. Und auch diese bieten sich – richtig vermarktet – als Exportschlager an."

Blick über den Tellerrand.

In dieselbe Kerbe schlägt Robert Ranzi, der den Cluster Wellness der Standortagentur Tirol leitet: „Die Frage, die wir uns stellen müssen, ist, was international gebraucht wird." Dazu sieht Ranzi gerade Events wie den Global Wellness Summit als hervorragende Startrampe. „Um den Sprung in die Wellness-Zukunft zu schaffen, gilt es, das Potenzial von Kleininnovationen und Entwicklungen, die auch außerhalb der Branche entstehen, besser zu erkennen und nutzen zu lernen." Denn gerade die Kreativwirtschafts- und Start-up-Szene ›

© GLOBAL WELLNESS INSTITUT

SUSIE ELLIS
ist Vorsitzende und CEO des Global Wellness Institutes. Die Non-Profit-Organisation betreibt Forschung- und Bildungsprogramme für die Wellness-Industrie. Außerdem leitet Ellis als Vorsitzende und CEO den Global Wellness Summit, der als jährliche Versammlung von Akteuren und Playern der Industrie dient.

© JASON BELL

SUE HARMSWORTH
ist Vorsitzende des 1993 von ihr gegründeten ESPA-Konzerns. Das britische Unternehmen operiert weltweit und betreibt über 500 Spas in 60 Ländern. Neben ihrer führenden Rolle in der Entwicklung der Wellness Industrie ist sie Vorstandsmitglied des Global Spa and Wellness Summit.

© STANDORTAGENTUR TIROL

ROBERT RANZI
ist ausgebildeter klinischer Gesundheitspsychologe. Nach seiner Tätigkeit als Trainer und Manager für Bildungsprogramme beim BFI Tirol arbeitet er seit 2007 in der Standortagentur Tirol. Dort hat er sich auf Netzwerke und Innovation spezialisiert und leitet den Cluster Wellness Tirol.

„Gesundheits- und Wohlfühlfabriken erfüllen eine Beichtstuhlfunktion: Wir leben und arbeiten unter Bedingungen, die uns schaden. Und dann ziehen wir uns in einen Wellness-Tempel zurück, um Buße zu tun."

ANDREAS BRAUN

„Um den Sprung in die Wellness-Zukunft zu schaffen, gilt es, das Potenzial von Kleininnovationen und Entwicklungen, die auch außerhalb der Branche entstehen, besser zu erkennen und nutzen zu lernen."

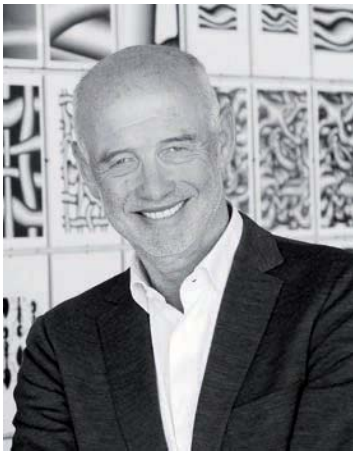
ROBERT RANZI, LEITER DES CLUSTER WELLNESS DER STANDORTAGENTUR TIROL

biete völlig neue Perspektiven auf alte und neue Probleme, Trends und Chancen.

Egal ob innovative Geschäftsideen oder Ansätze zur besseren Nutzung und Auslastung bereits vorhandener Wellnessinfrastruktur: Oft bedarf es einer externen Perspektive, um echtes Potenzial zu entdecken. „Dazu kommen technologische Neuerungen, die nur mit fachspezifischem Know-how entwickelt werden können. Hier lernen wir auch von anderen Branchen", meint Ranzi. Denn auch ökologisch verträglichen Tourismus sieht er als wichtigen Teil der Wellness von morgen. „Teil des Wohlbefindens ist es auch, ein gutes Gewissen zu haben. Dazu gehören neben dem Einsatz alternativer Energiequellen und Verkehrsmitteln auch die Förderung der Mitarbeitergesundheit und der Einsatz regionaler Produkte."

Abseits der „Wellness-Fabrik". Die größte Gefahr für die Zukunft der Wellness – sowohl als Branche als auch als gesunden Trend – sieht Andreas Braun in ihrer Ghettoisierung: „Wellness-Fabriken können nicht der Weisheit letzter Schluss sein", warnt der ehemalige Geschäftsführer der Tirol Werbung. „Gesundheits- und Wohlfühlfabriken erfüllen eine Beichtstuhlfunktion: Wir leben und arbeiten unter Bedingungen, die uns schaden. Und dann ziehen wir uns in einen Wellness-Tempel zurück, um Buße zu tun." Wellness dürfe nicht zum Schnellladevorgang werden, der es nur erlaubt, die Batterien wieder weit genug aufzuladen, um im toxischen Alltag weiter funktionieren zu können. Stattdessen müsse sie ein viel tiefer verankerter Teil unserer Gesellschaft werden.

Den Tiroler Tourismus sieht Braun dabei bis zu einem gewissen Grad sogar in einer Vorbildfunktion – zumindest noch: In Tirol gibt es bislang keine klare Segmentierung zwischen Wellness- und „Normal"-Tourismus: „Die Grenze verschwimmt. Wellness ist nicht nur Sauna und Spa, sondern gute Luft, sauberes Wasser und naturbelassene Landschaft. Das ist eine Qualität, die wir erhalten müssen. Für unsere Gäste wie für uns selbst. Wir haben die Chance, der Prototyp einer neuen Definition von Wellness zu sein – wenn wir sie nutzen." ×



© D. SWAROVSKI TOURISM SERVICES

ANDREAS BRAUN
war von 1981 bis 1994 Geschäftsführer der Tirol Werbung bzw. Leiter ihrer Vorgängerorganisation. Mitte der 1990er wechselte er zu Swarovski und baute dort die Kristallwelten auf. Im Anschluss fungierte er als Geschäftsführer der Destination Wattens Regionalentwicklung GmbH.

CUMBRE MUNDIAL DEL BIENESTAR 2016

El sector de la industria del **bienestar**, uno de los mercados con mayor **crecimiento** del mundo, reúne en Austria a más de 500 delegados de 45 países para analizar su **evolución** y sus perspectivas de **futuro**.

La X edición de la Cumbre Mundial del Bienestar 2016 (Global Wellness Summit, GWS por sus siglas en inglés), se celebró en Kitzbühel, en el Tirol, Austria, del 17 al 19 de octubre. La considerada cuna europea del turismo de bienestar tuvo como lema este año "Regreso al futuro", con el objetivo de analizar el futuro del spa y del bienestar a través de su historia.

¿Por qué Austria?

Este país es un referente en el mundo por su cultura wellness y por ser uno de los primeros países en desarrollar de forma inteligente y comercializar su oferta turística wellness desde hace 25 años.

Hoy, Austria tiene la sexta posición en el ranking mundial en ingresos del turismo de bienestar y la tercera en Europa. Los viajes turísticos de bienestar han aumentado un 10% anual en los 2 últimos años (2013-2015), dos veces más que los viajes turísticos tradicionales.

Programa de la Cumbre

El programa estuvo dirigido por sus copresidentes Sue Harmsworth, empresaria británica y mente de ESPA, marca líder mundial de spa presente en 55 países, cuya dedicación a la industria le valió una Orden del Imperio Británico y el Dr. Franz Linser, fundador y director general de la consultora internacional Linser Hospitality, antiguo entrenador de esquí del equipo olímpico austríaco y ex miembro del Parlamento Europeo.

La Cumbre Mundial del Bienestar constó de 4 días de reuniones muy intensas y una agenda muy completa: conferencias de primer nivel, eventos motivadores y encuentros profesionales enriquecedores gracias a la asistencia de más de 500 delegados invitados procedentes de 45 países. Todo ello en un paraje montañoso de ensueño en el que se respiraba bienestar, naturaleza, autenticidad, aire puro y en el que se disfrutaba de una infraestructura y una hospitalidad de primera clase.

Las temáticas principales tratadas por los expertos internacionales fueron: las perspectivas de futuro del sector; la importancia de la integración del wellness en la arquitectura y la construcción tanto de los edificios como de las instalaciones; los avances tecnológicos que permiten que el bienestar sea más accesible para todos; las perspectivas de la economía mundial y las expectativas de los inversores en relación a los proyectos de spas; el desarrollo de las comunidades wellness; el impacto de la felicidad, alegría y positivismo en el bienestar de las personas o de un país y la historia de la tradición europea en bienestar. Además, se aprovechó la ocasión para presentar el nuevo estudio del Global Wellness Institute, revelando importantes datos en la industria mundial del wellness:

- El wellness es una mega industria de 3.72 billón de dólares.
- Ha logrado un crecimiento del 10,6% de 2013 a 2015.
- Es uno de los mercados del mundo más grandes, con el crecimiento más rápido y fuerte.
- De 2013 a 2015 la industria mundial del wellness ha registrado un crecimiento de 2 dígitos, mientras que la economía mundial/ PIB se redujo un - 3,6% (Global GDP data: IMF, World economic outlook database 2016).
- La industria wellness representa hoy el 5,1% del PIB.
- Los gastos de wellness son ahora casi la mitad del total de los gastos de salud a nivel mundial ($7.6 billón).

DE LOS 10 SECTORES ANALIZADOS, LOS QUE HAN CRECIDO MÁS RÁPIDO ENTRE 2013 Y 2015 SON:

• Medicina preventiva & personalizada	+ 21,4%
• Fitness & mind-body	+ 21,4%
• Edificios / estilo de vida	+ 18,6%
• Turismo Wellness	+ 14%
• Comida saludable, nutrición, pérdida de peso	+ 12,8%

Asimismo, esta edición integró otros eventos muy especiales: una cena de gala en los famosos Swarovski Crystal Worlds con la bienvenida personal de Nadja Swarovski y el concurso de estudiantes 2016, una competición única, en la que estudiantes universitarios presentaron sus ideas de negocio más innovadoras abarcando cualquier aspecto del bienestar. Shahrin Ali Raivi, estudiante de "North South University" en Bangladesh, fue la ganadora del concurso gracias al desarrollo de un concepto de fabricación de compresas sostenibles que tiene como objetivo hacerlas accesibles al 80% de las mujeres en Bangladesh, ya que actualmente cuentan con alternativas poco higiénicas como arena, hojas, o trapos no esterilizados.

Otro momento importante de la Cumbre llegó de la mano de Stephan Eberharter, campeón olímpico de esquí, en la famosa montaña Hahnenkamm, acompañado de una deliciosa comida tradicional austriaca.

A modo de conclusión del encuentro, se nos pidió a los delegados que contribuyéramos con nuestras predicciones para el futuro de la industria del bienestar, que posteriormente fueron selladas en una "cápsula del tiempo del 10º Aniversario" en la última jornada y que se abrirá en la Cumbre de 2026.

Ya se conocen las fechas de la próxima Cubre del Bienestar 2017 (GWS 2017). El evento tendrá lugar en Palm Beach, Florida, del 9 al 11 de octubre 2017.

Origen del GWS

La Cumbre Mundial sobre el Bienestar (GWS) es una organización internacional que reúne a los líderes y visionarios de todos los sectores de la industria del bienestar: spa, educación, turismo, belleza, fitness, nutrición, finanzas, medio ambiente, medicina, arquitectura, wellness, comunidades y tecnología para influenciar de manera positiva y determinar el futuro de la industria mundial del bienestar.

Sus principales objetivos son:

- Establecer un foro para el dialogo y crear una comunidad entre los líderes de la industria.
- Incentivar el espíritu de colaboración para resolver problemas comunes.
- Ayudar al crecimiento saludable de la industria y de los negocios individuales.
- Apoyar la investigación, estimular la innovación y "cultivar" los líderes del mañana.

El espíritu de la cumbre es debatir y diseñar estrategias para el bien de la industria, para los consumidores y el planeta que compartimos. ■

VALÉRIE LE MAO
CEO & wellness spa expert
valerie@latelierduspa.es

BACK TO BASIC

par Aldina DUARTE RAMOS, Wellbeing Product Director – Luxury Brands, AccorHotels

À la question posée à 500 experts mondiaux du spa sur ce qu'évoquent pour eux les bienfaits de la thalasso, seul 30 % du public connait les effets de l'eau de mer sur le corps ! Ces professionnels du spa et donc les consommateurs de manière générale ne connaîtraient donc rien à la thalasso ?

Aldina Duarte Ramos

Les clients thalasso mesurent-ils tous les bénéfices de l'eau de mer ?

Lors du dernier Global Wellness Summit, qui a eu lieu en Autriche en octobre dernier, Aldina Duarte Ramos, a participé à la conférence «La vérité sur le spa européen et la tradition du bien-être». Lors de son intervention, elle a questionné ces 500 experts mondiaux du spa sur les bienfaits de la thalasso. Pour seulement 30 % du public cela évoquait quelque chose…

ET LES PILIERS DE LA THALASSO ALORS ?

La vérité est là : l'eau de mer régénère, les travaux de René Quinton en 1895 sont une formidable source d'enseignement et un héritage extraordinaire. Le secret des bienfaits de la thalasso ? Une eau de mer filtrée et chauffée entre 34 et 36° afin que tous les oligo-éléments traversent la barrière cutanée et aillent directement dans le sang. Une cure de thalasso ce n'est pas plus de trois soins de 15 min par jour en immersion dans l'eau de mer sinon c'est trop pour l'organisme, qui sature et se fatigue.

Aujourd'hui nous nous adressons à des clients cible qui ne savent plus ce que signifie réellement la thalassothérapie. En France, nous nous affirmons comme leaders sur ce savoir-faire et nous revendiquons notre exception française. Effectivement, la France est leader du marché sur cette expertise. Malheureusement, c'est une exception française qui a encore du mal à se renouveler, à être accessible et à s'exporter. Le constat est criant à l'issue de cette conférence qui rassemble les experts du bien-être à l'échelle mondiale. C'est bien le signe qu'il faut montrer une certaine humilité tout en préservant nos fondamentaux. Aujourd'hui, il faudrait réorienter le vocabulaire en gardant les thématiques fortes qui sont les piliers de la thalasso tout en étant agile afin de s'adapter à un public connaisseur et néophyte à la fois. Selon moi, l'enjeu est là. Il est évident que la thalasso a évolué, s'est ré-inventée ces dernières années, hélas le message n'est pas suffisamment audible, accessible. **Si on revient aux fondamentaux, la thalasso, c'est de prévention et de régénération dont il faut parler.** Il suffit d'interroger

La thalasso doit revenir aux fondamentaux : la régénération et la prévention

les anciens. Eux viennent en thalasso pour profiter de cures au printemps et à l'automne, à l'inter-saison pour booster leur système immunitaire, charger leur corps en oligo-éléments pour affronter l'hiver ou l'été. Cette notion est pratiquement perdue de nos jours au profit de multiples cures. Aujourd'hui, le client se retrouve face à une offre très large et complexe, sans parler du prix, qui est un autre sujet.

CONCRÈTEMENT, QUE FAIT-ON ?

Les établissements de thalasso travaillent d'arrache-pied sur le concept. Par exemple, le slogan de Thalassa sea & spa est : «De la mer, la renaissance», précisément en référence à la régénération. Je suis convaincue que la thalassothérapie a un bel avenir devant elle si elle sait s'adapter au public et simplifie son offre.

Les clients des centres de thalasso ont-ils bien conscience de tous les bénéficies de l'eau de mer ? Mesurent-ils tous les bienfaits des oligo-éléments ? En effet, lorsqu'on étudie les motivations des clients thalasso, ce sont de plus en plus des consommateurs de courts séjours, en quête de bien-être le temps d'un long week end et qui consomment le produit thalasso comme le produit spa, car on leur a vendu comme tel. Pour se moderniser, la thalasso s'est éloignée du côté médical et de cette image de tous les clients en peignoir, pour se rapprocher de l'image glamour du spa mais, au passage, elle a perdu ses racines.

Chez AccorHotels, nous nous sommes basés sur des études clients quali et quanti qui ont renforcé cette prise de conscience (NDLR : Aldina fut Directeur du Développement des activités bien-être pour l'enseigne Thalassa sea & spa 2012-2014). Bilan : la thalasso doit revenir aux fondamentaux : la régénération et la prévention.

En réalité, ce discours est universel. Par bonheur, il se trouve que c'est parfaitement dans l'air du temps, en totale harmonie avec la quête du mieux vivre, du bien vieillir de la clientèle des seniors. C'est également en ligne avec une clientèle de jeunes millennials, cette génération Y, avide d'expérience et d'authenticité, en quête de bien-être, de nature et de sports de l'extrême. En cela, non seulement la thalasso, mais également son eco-système ont tellement à offrir.

La thalasso ce n'est pas daté, ce n'est pas vintage, c'est la source de tout, le déclencheur de tout, et il est encore temps aujourd'hui de se réapproprier ces valeurs originelles, de les réaffirmer et de communiquer très clairement et humblement avec un vocable simple et à la portée de tous.

web

Pour découvrir la conférence vidéo «La vérité sur le spa européen et la tradition du bien-être».

POST SUMMIT...

En octobre dernier, s'est tenu le 10ème Global Wellness Summit en Autriche en plein Tyrol, sur le thème «Back to the Future» qui a réuni 500 experts du spa venus de 45 pays. Susie Ellis, créatrice de ce rendez-vous majeur, vous livre son ressenti sur cette édition et sa vision sur le futur du bien-être

Susie Ellis

Les concepts de la médecine et du spa peuvent s'épanouir fortement ensemble, en Europe

QU'ESPÉRIEZ-VOUS DE CE SUMMIT ?

Finalement j'attends toujours la même chose de chaque édition : de nouvelles idées, de nouvelles collaborations et de nouveaux projets.

Je souhaite toujours être inspirée lors du Summit. Et si c'est le cas pour moi, les participants le seront également.

J'ai été comblée cette année et particulièrement par le site de Kitzbuhel, sa magnifique vue, ses montagnes, et surtout par l'authenticité qui s'en dégageait et procurait vraiment un sentiment de bien être.

J'ai rencontré des participants du milieu médical et du spa venus d'Europe Centrale comme par exemple le Dr. Harold Stossier de Vivamayr, le Dr. Harry Konig du Brenner, le Dr. Elke Benedetti-Reisch de Lanserhot. Ils m'ont permis de me rendre compte combien les concepts de la médecine et du spa peuvent s'épanouir fortement ensemble, en Europe.

J'ai apprécié les conférences sur les prospectives européennes, sur l'économie et les nouvelles technologies et comment cela va influencer l'avenir du wellness. La conférence du Pr Jan-Emmanuel DeNeve d'Oxford, sur la science du bonheur m'a ouvert les yeux : on peut mesurer à quel point les études sur le bonheur et le bien-être peuvent avoir un impact gouvernemental positif.

Les Autrichiens ont une très bonne vision du bien-être dans les hôtels.

Cluster Wellness au Tyrol promeut et développe le tourisme du bien-être depuis plus de 20 ans, ce sont les pionniers, et il m'est apparu évident, après plusieurs visites, que le Summit devrait avoir lieu ici !

Comme le Dr. Franz Linser l'a souligné, il était important que les Autrichiens découvre que derrière le tourisme de bien-être, il se cache un véritable monde du bien-être.

Je pense que le Summit a eu un impact majeur sur les dirigeants du Tyrol et de l'Autriche en général, en leur faisant prendre conscience de l'importance des échanges mondiaux sur le bien-être et le futur du bien-être.

Une autre «nouvelle idée» développée lors du Summit : des constructions saines avec des concepts de bien-être, une architecture et un design spéciaux et le fait que l'industrie doit -et devra- se concentrer sur le bien-être psychologique. Et ceci devra concerner le monde entier et pas uniquement une élite. Notre industrie prend conscience de la réalité : des efforts considérables doivent être réalisés pour que le bien-être soit accessible à tous. Il n'est plus pensable de servir uniquement 3 % de privilégiés de la population !

Suite au Summit, des actions tangibles sont déjà mises en place par le Global Wellness Institute sur le bien-être mental et le bien-être pour les communautés à bas revenus. Nous allons aussi nous intéresser au bien-être pour les enfants.

Cela nous a donné l'envie de développer une thématique pour la prochaine édition «La beauté comme bien-être».

Plusieurs conférences du Summit y étaient déjà consacrées : la neuroscience et la beauté, ainsi qu'un brainstorming sur les futurs interactions entre la beauté et le bien-être.

FINALEMENT, QUELLES CONCLUSIONS TIREZ-VOUS DE CE SUMMIT ?

Ce Summit était notre dixième édition. Au cours de cette décennie, notre industrie a accompli beaucoup. Il y a dix ans, il n'y avait aucune donnée mondiale et réelle sur le bien-être et l'industrie du spa. Ce sont désormais des données qui aident les entreprises à grandir.
Aujourd'hui, grâce aux nombreuses recherches et études du Global Wellness Institute , nous avons des informations précises sur l'industrie du bien-être : quels sont les grands secteurs qui la composent et comment ils se développent. Cela donne des indicateurs clés pour le développement des entreprises.
Grâce à toutes ces études partagées, à tous les intervenants et participants du Summit, le Global Wellness Summit est vraiment un acteur majeur du wellness.
Je suis également très satisfaite de constater que les risques que nous avons pris ont payé aussi bien pour le Summit que pour l'industrie de manière générale. En particulier, j'aimerais en souligner deux :

1 - Une belle réactivité

La réactivité et la souplesse que nous avons démontrées en changeant de nom et de thématique pour toujours mieux nous adapter aux demandes de l'industrie : de Global Spa Summit, il y a dix ans, il est devenu le Global Spa and Wellness Summit, il y a cinq ans, et enfin le Global Wellness Summit, il y a deux ans.
Le concept et le changement de marque ne sont pas des choses faciles à accomplir. Je suis heureuse que notre conseil d'administration et l'équipe du Summit aient osé changer et entamer des conversations bien plus larges sur le bien-être avec des leaders gouvernementaux, des sociétés spécialisées, la communauté médicale...
Je ne peux m'empêcher de comparer notre réactivité à une conversation que j'avais eue avec un membre de l'OMS (Organisation Mondiale de la Santé) qui se lamentait que l'OMS utilise toujours le terme de «Maladies Non Contagieuses» (déjà existant depuis plus d'un demi-siècle) pour décrire une catégorie qui inclut des maladies chroniques conduites par des facteurs de risques comme le tabac, l'alcool, l'inactivité physique et la mauvaise alimentation. La plupart de ces MNC sont évitables car elles sont causées par des facteurs →

19

Il y a dix ans, il n'y avait aucune donnée mondiale et réelle sur le bien-être

de risques modifiables. L'OMS a évalué que 80 % des maladies cardiaques, d'infarctus et de diabète de type 2 et même 40 % des cancers pourraient être évités !

Le bien-être deviendra obligatoire et c'est une bonne nouvelle pour notre industrie

2 - De nombreuses disciplines

Il y a cinq ans, j'ai décidé d'apporter davantage d'experts, d'autres disciplines au-delà du spa, et cela a eu une influence très positive sur la santé globale et sur le développement de l'industrie du bien-être. Nous avons beaucoup plus de professionnels médicaux, d'architectes, de formateurs, d'investisseurs, d'experts en technologie et d'artistes qui assistent au Summit et y insufflent leur vision. Ils ont stimulé notre «tribu» et cela participe au rayonnement mondial du bien-être qui est l'une des industries qui offre le plus de croissance et d'opportunités au monde !

Une autre conclusion pour moi est de constater la pénurie de main d'œuvre et à quel point nous avons besoin de professionnels formés. La main d'œuvre est une problématique qui revient encore et toujours et cela affecte toute notre industrie. Je suis frappée par le fait qu'il n'y a pas de solutions vraiment concrètes. Finalement, comme Edie Weiner, une conférencière mondialement renommée sur la thématique du futur, nous disait : il faut penser totalement différemment et cela me donne l'idée de nouvelles études à mener !

COMMENT VOYEZ-VOUS L'AVENIR DU BIEN-ÊTRE ?

L'économiste Thierry Malleret nous a démontré à quel point les coûts des services médicaux connaissent une véritable ascension. Ça ne pourra pas durer éternellement et cela mènera inévitablement à mettre en avant la prévention. Selon lui, le bien-être deviendra obligatoire. C'est une bonne nouvelle pour le développement de notre industrie.

Dans l'avenir, je vois beaucoup de collaborations entre les secteurs privés, publics et les organisations pour faire des progrès. Ce ne sera pas la tâche d'un pays ou d'une industrie. Ce sera plutôt notre effort pour «construire le monde». Cela prendra du temps et les ressources de tout le monde seront nécessaires. Nous avons beaucoup de travail mais je ne vois rien de plus passionnant et utile !

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

Latest news

14 Dec 2016

Pipe down, the year of silence awaits: GWS releases eight trends for wellness in 2017

BY LUKE CLOHERTY

Tweet Share G+1 Pin it Share 21

Susie Ellis is chair of the GWS

The Global Wellness Summit (GWS) has released its eight trends to look out for in 2017 in spa and wellness, identifying saunas, architecture, art, beauty, mental wellness, wellness for cancer, inequality and – whisper it – silence as influential themes in 2017.

This year's report stretches to 50 pages and marks the 14th edition of the company's annual trends forecast, presented by Susie Ellis, GWS chair & CEO. The report brings together the thoughts of 500+ wellness experts from 46 nations.

1. 'Sauna Reinvented': A different approach to saunas will be undertaken in 2017, according to GWS. From 'Sauna Aufguss' events – where 'sauna-meisters' conduct theatrical performances and perform songs and dances – to social 'amphitheatre' or 'hangout' saunas (think Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side 'Hot Box', which has a DJ and a bar), things are going to heat up differently. Pop-up saunas – floating on lakes or hanging from bridges – and urban "sweat lodges" – serving up infrared sauna treatments – are also earmarked as trends to watch out for.

2. 'Wellness Architecture': The way we think about a building's relationship to our own wellness is starting to shift. GWS said: "Architecture has long been preoccupied with surface aesthetics – 'starchitects' designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: 'living buildings' that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you're entering a 'sick' building; dawn-simulating lighting easing you into your day."

3. 'Silence': Wellness destinations will be embracing a dramatic approach to 'turning off' the noise in a world in which we are always connected and always communicating. For example, the first completely 'silent spa' (with church-inspired architecture) has just opened at Austria's Therme Laa Hotel. Equally, 'wellness monasteries' are on the rise. Retreats where the silent, contemplative values of ancient sacred spaces will be more visible – such as Italy's Eremito, which has no WiFi or phone signal and silent, candlelit dinners. Properties like Germany's Brenner's Park have even installed "digital kill switches" for totally silent rooms. Silent restaurants, salons, gyms, stores and airports are all on the rise as well, as the need to enjoy the silence is coming into focus.

4. 'Art & Creativity Take Center Stage': The creativity-wellness-spa connection is making a comeback, with more art, music, literature and dance at the centre of wellness experiences in an experiential and practical sense. German spa resort Schloss Elmau, for instance, encourages musicians and writers "play-to-stay" (providing 200+ concerts a year). The UK's new Gainsborough Bath Spa Hotel has live classical violin accompaniment for guests taking the waters. Other noted likelihoods are painting classes under the stars, yoga concerts and sound baths, as if to reclaim the noise.

5. 'Wellness Remakes Beauty': The US$1tr (€939.1bn; £790.5bn) beauty industry, the mammoth sector within the US$3.7tr (€3.5tr; £2.9tr) wellness economy, will change to meet the needs of a wellness-oriented population that is "obsessed with authenticity and 'inner beauty,'" the GWS said. Edible and drinkable beauty boosters and 'clean' organic cosmetics will continue to rise and medical evidence for a new 'neuroaesthetics' (the theory of the brain being wired to respond to beauty) consciousness will keep gaining on superficial models. Prevention, rather than cure, will also be big in 2017, with products that use wellness as an ethos to begin with – as opposed to those that treat or cover up problems – marching forward.

6. 'The Future Is Mental Wellness': "Depression and anxiety are skyrocketing" and, according to the World Health Organisation, by 2030, the former will be the number one global health issue – outranking even obesity. Because of this, the GWS said more 'healthy mind' approaches to wellness will upturn in the coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (such as in London's ESPA Life at Corinthia Hotel), for example. Meditation is now mainstream and is spawning creative new offshoots (think dream and floating meditation). New part-mind, part-body workout brands and apps that track one's mental state will also continue to grow.

7. 'Embracing the C-Word': "The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients," Ellis said. One need look no further than Julie Bach's pioneering 'Wellness for Cancer' programme and wellness companies and spas are now trained to deliver comfort and dignity to those dealing with cancer. ESPA's 'Nurture and Support' programme and Natura Bissé's 'oncological aesthetics,' as well as Two Bunch Palms's 'Mindful Touch Massage,' are all good examples of new wellness mechanisms for cancer patients.

8. 'Beyond the Ghettos of Wellness': The wellness industry has become rather narrowly associated with rich elites, but that is starting to change. More wellness businesses will give back to the 99 per cent, like the aptly named 'Yoga Gives Back,' which helps poor women in India, or Newfoundland's Fogo Island Inn, where every all profit goes back to its economically-challenged island community. A 'Wellness Tourism 2.0' will rise, the GWS predicts, with a development model that thinks beyond the property and moves to creating whole towns, regions and even nations with a comprehensive wellness vision. Low-cost wellness is most definitely a part of this democratisation and more affordable healthy supermarkets and spa chains will continue to burgeon.

MILE HIGH CRE

Wellness Architecture among Eight Wellness Trends for 2017

ARCHITECTURE CONSTRUCTION DESIGN ENGINEERING HEALTHCARE December 14, 2016 milehighcre 0

Global Wellness Summit 1

When 500+ wellness experts from 46 nations gather to debate the future of wellness, a uniquely authoritative and global view of trends unfolds. That's what happened at the recent **Global Wellness Summit (GWS)** in Kitzbühel, Austria, which brought together leaders from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds to identify what the top wellness trends in 2017 (and beyond) will be – and why.

This wellness forecast has a distinct "get real" quality: from architects finally designing buildings for human health to so many new directions ahead in mental wellness to a wellness industry that will become more democratized, reaching beyond its narrowing association with wealthy elites. And much innovation lies ahead: from a new focus on both "silent" and creativity/arts programming (at hotels, spas and fitness studios) to the 2,000-year-old sauna tradition getting a 21st-century reimagining.

"No other trends report is based on the perspectives of so many wellness experts, whether leading economists or futurists or the heads of hospitality, spa and beauty brands," said Susie Ellis, GWS chairman & CEO. "And it makes for a powerfully collective, global and informed set of predictions."

After the trends were identified, GWS researchers expanded on global examples to illustrate the ways they're already taking shape in our world.

Sauna Reinvented

Something both hot and very cool: the reinvention of sauna that's underway. From "Sauna Aufguss" events where "sauna-meisters" conduct theatrical performances of infusions, song and dance. To hip, social "amphitheater" or "hangout" saunas (whether Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side "Hot Box" with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban "sweat lodges" serving up infrared sauna treatments, like NYC's Higher Dose. No longer a solitary, "meh" experience, the new, spectacular, social saunas are some "outside of the box" thinking…literally.

Wellness Architecture

Architecture has long been preoccupied with surface aesthetics: "starchitects" designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: "living buildings" that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you're entering a "sick" building; dawn-simulating lighting easing you into your day. Everything built is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

Silence

In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to "turning off" the noise: true silence. For example, the first completely "Silent Spa" (with stunning church-inspired architecture) just opened at Austria's Therme Laa Hotel. And new "wellness monasteries" are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy's soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany's Brenner's Park have even installed "digital kill switches" for totally silent rooms. And "silent" restaurants, salons, gyms, stores and airports are all being unveiled…

Art & Creativity Take Center Stage

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and "to do") at the center of more wellness experiences. Look for more performance, like at Germany's famed spa resort, Schloss Elmau, where musicians and writers "play-to-stay" (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK's new Gainsborough Bath Spa Hotel. We'll see more sophisticated, "beyond the adult coloring book" programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to "yoga concerts." The creative arts have a future starring role in wellness.

Wellness Remakes Beauty

Beauty, the goliath industry ($1 trillion) of the $3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and "inner beauty." From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics – to medical evidence for a new neuroaesthetics (the brain is wired to respond to beauty) – the "beauty comes from within" concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old "cosmetic repair." We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.

The Future Is Mental Wellness

When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more "healthy mind" approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London's ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from "dream" to "floating" meditation). We'll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because "mind" will finally get equal billing with "body."

Embracing the C-Word

The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach's pioneering "Wellness for Cancer" program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA's "Nurture and Support" program to Natura Bissé's "oncological aesthetics" to Two Bunch Palms' "Mindful Touch Massage", wellness practitioners are finally opening their hearts and healing practices to cancer patients.

Beyond the Ghettos of Wellness

In a world where rising income and "wellbeing" inequalities are fueling a populist backlash, a wellness industry that's become narrowly associated with rich elites (those $300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the other 99%, like "Yoga Gives Back" helping poor women in India – or Newfoundland's Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community. A "Wellness Tourism 2.0" will rise: a development model thinking beyond the (often elite, gated) property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost "wellness" is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about "rock-bottom" vs. "fair" pricing, given the human labor that delivers so many of these healthy experiences.

Photo credit: New "living" buildings that grow their own energy. Image Source: Victoria Lockhart PowerPoint, Global Wellness Summit 2016; Extracted from '8 Wellness Trends for 2017 and Beyond' PDF courtesy of Global Wellness Summit

SPA+CLINIC

Eight Wellness Trends for 2017

15/12/2016

When 500+ wellness experts from 46 nations gather to debate the future of wellness, a uniquely authoritative and global view of trends unfolds.

That's what happened at the 10th anniversary Global Wellness Summit (GWS) in Kitzbühel, Austria, in October which brought together leaders from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds to identify what the top wellness trends in 2017 (and beyond) will be – and why.

This wellness forecast has a distinct "get real" quality: from architects finally designing buildings for human health to so many new directions ahead in mental wellness to a wellness industry that will become more democratised, reaching beyond its narrowing association with wealthy elites.

And much innovation lies ahead: from a new focus on both "silent" and creativity/arts programming (at hotels, spas and fitness studios) to the 2,000-year-old sauna tradition getting a 21st-century reimagining.

"No other trends report is based on the perspectives of so many wellness experts, whether leading economists or futurists or the heads of hospitality, spa and beauty brands," said Susie Ellis, GWS chairman and CEO. "And it makes for a powerfully collective, global and informed set of predictions."

After the trends were identified, GWS researchers expanded on global examples to illustrate the ways they're already taking shape in our world:

Sauna Reinvented

Something both hot and very cool: the reinvention of sauna that's underway. From "Sauna Aufguss" events where "sauna-meisters" conduct theatrical performances of infusions, song and dance. To hip, social "amphitheater" or "hangout" saunas (whether Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side "Hot Box" with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban "sweat lodges" serving up infrared sauna treatments, like NYC's Higher Dose. No longer a solitary, "meh" experience, the new, spectacular, social saunas are some "outside of the box" thinking ... literally.

Wellness Architecture

Architecture has long been preoccupied with surface aesthetics: "starchitects" designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: "living buildings" that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you're entering a "sick" building; dawn-simulating lighting easing you into your day. Everything "built" is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

Silence

In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to "turning off" the noise: true silence. For example, the first completely "Silent Spa" (with stunning church-inspired architecture) just opened at Austria's Therme Laa Hotel. And new "wellness monasteries" are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy's soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany's Brenner's Park have even installed "digital kill switches" for totally silent rooms. And "silent" restaurants, salons, gyms, stores and airports are all being unveiled ...

Art and Creativity Take Centre Stage

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and "to do") at the center of more wellness experiences. Look for more performance, like at Germany's famed spa resort, Schloss Elmau, where musicians and writers "play-to-stay" (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK's new Gainsborough Bath Spa Hotel. We'll see more sophisticated, "beyond the adult colouring book" programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to "yoga concerts." The creative arts have a future starring role in wellness.

Wellness Remakes Beauty

Beauty, the goliath industry ($1 trillion) of the $3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and "inner beauty." From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics – to medical evidence for a new "neuroaesthetics" (the brain is wired to respond to beauty) – the "beauty comes from within" concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old "cosmetic repair." We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.

The Future Is Mental Wellness

When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (World Health Organisation). So look for dramatically more "healthy mind" approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London's ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from "dream" to "floating" meditation). We'll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because "mind" will finally get equal billing with "body."

Embracing the C-Word

The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach's pioneering "Wellness for Cancer" program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA's "Nurture and Support" program to Natura Bissé's "oncological aesthetics" to Two Bunch Palms' "Mindful Touch Massage", wellness practitioners are finally opening their hearts and healing practices to cancer patients.

Beyond the Ghettos of Wellness

In a world where rising income and "wellbeing" inequalities are fueling a populist backlash, a wellness industry that's become narrowly associated with rich elites (those $300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the "other 99 percent", like "Yoga Gives Back" helping poor women in India – or Newfoundland's Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community. A "Wellness Tourism 2.0" will rise: a development model thinking beyond the (often elite, "gated") property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost "wellness" is part of this democratisation: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about "rock-bottom" vs "fair" pricing, given the human labour that delivers so many of these healthy experiences.

About the Global Wellness Summit

GWS is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the US, Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers, Palm Beach, Florida, from October 9-11, 2017.

By Spa+Clinic Team

PROFESSIONAL spa & wellness

Global Wellness Summit pinpoints key 2017 trends

Wellness architecture, sauna rituals and mental wellness are among eight 2017 trend predictions released by the Global Wellness Summit (GWS).

The trends, which emerged at the 2016 summit, also include silence; art and creativity; treating cancer patients; the effect of wellness on beauty; and accessible wellness.

Wellness architecture is now, a press release from the summit stated, seeing us design "living buildings" that take the health of those occupying them into account.

Elsewhere, the sauna is undergoing a reinvention and becoming an experience rather than just a facility. Examples include sociable super-saunas, pop-up saunas and the rising popularity of the aufguss ritual.

In another development, the global rise in depression is increasingly seeing the spa and wellness sector put mental wellbeing at the centre, including working with psychotherapists and neuroscientists.

Silent rooms, silent retreats and even a silent spa, at Austria's Therme Laa Hotel, are also increasingly emerging. The appetite for silent spaces is, the GWS said, a reaction to the ceaselessly connected 24/7 world we live in.

Creativity and the arts is also becoming an increasingly important part of wellness, the GWS commented, with music, dance, literature and art more and more incorporated into the offering.

The GWS also predicted that the current momentum around educating the industry on treating cancer patients in spas and training therapists on how to work with this clientele will continue.

Rounding off the eight trends are "wellness remakes beauty" and "beyond the ghettos of wellness". The former, the GWS said, is seeing the beauty sector adapt to the priorities of an increasingly wellness-centric population, including focusing on beauty from within.

As part of the latter, the industry is addressing the perception that wellness is only for the wealthy; with a rise of more affordable wellness outlets, and initiatives through which the sector gives back to communities.

Hospitality Trends

GLOBAL WELLNESS SUMMIT

Eight Wellness Trends for 2017 - from the Global Wellness Summit

December, 15 2016 - Experts identify future directions for the $3.7 trillion wellness industry: from a new focus on 'silence' - to the bold reinvention of sauna-going - to wellness rewriting both architecture and beauty

When 500+ wellness experts from 46 nations gather to debate the future of wellness, a uniquely authoritative and global view of trends unfolds. That's what happened at the recent Global Wellness Summit (GWS) in Kitzbühel, Austria, which brought together leaders from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds to identify what the top wellness trends in 2017 (and beyond) will be – and why.

This wellness forecast has a distinct "get real" quality: from architects finally designing buildings for human health to so many new directions ahead in mental wellness to a wellness industry that will become more democratized, reaching beyond its narrowing association with wealthy elites. And much innovation lies ahead: from a new focus on both "silent" and creativity/arts programming (at hotels, spas and fitness studios) to the 2,000-year-old sauna tradition getting a 21st-century reimagining.

"No other trends report is based on the perspectives of so many wellness experts, whether leading economists or futurists or the heads of hospitality, spa and beauty brands," said Susie Ellis, GWS chairman & CEO. "And it makes for a powerfully collective, global and informed set of predictions."

After the trends were identified, GWS researchers expanded on global examples to illustrate the ways they're already taking shape in our world.

Sauna Reinvented

Something both hot and very cool: the reinvention of sauna that's underway. From "Sauna Aufguss" events where "sauna-meisters" conduct theatrical performances of infusions, song and dance. To hip, social "amphitheater" or "hangout" saunas (whether Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side "Hot Box" with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban "sweat lodges" serving up infrared sauna treatments, like NYC's Higher Dose. No longer a solitary, "meh" experience, the new, spectacular, social saunas are some "outside of the box" thinking…literally.

Wellness Architecture

Architecture has long been preoccupied with surface aesthetics: "starchitects" designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: "living buildings" that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you're entering a "sick" building; dawn-simulating lighting easing you into your day. Everything built is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

Silence

In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to "turning off" the noise: true silence. For example, the first completely "Silent Spa" (with stunning church-inspired architecture) just opened at Austria's Therme Laa Hotel. And new "wellness monasteries" are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces - like Italy's soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany's Brenner's Park have even installed "digital kill switches" for totally silent rooms. And "silent" restaurants, salons, gyms, stores and airports are all being unveiled…

Art & Creativity Take Center Stage

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and "to do") at the center of more wellness experiences. Look for more performance, like at Germany's famed spa resort, Schloss Elmau, where musicians and writers "play-to-stay" (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK's new Gainsborough Bath Spa Hotel. We'll see more sophisticated, "beyond the adult coloring book" programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to "yoga concerts." The creative arts have a future starring role in wellness.

Wellness Remakes Beauty

Beauty, the goliath industry ($1 trillion) of the $3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and "inner beauty." From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics - to medical evidence for a new neuroaesthetics (the brain is wired to respond to beauty) - the "beauty comes from within" concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old "cosmetic repair." We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.

The Future Is Mental Wellness

When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more "healthy mind" approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London's ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from "dream" to "floating" meditation). We'll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because "mind" will finally get equal billing with "body."

Embracing the C-Word

The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach's pioneering "Wellness for Cancer" program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA's "Nurture and Support" program to Natura Bissé's "oncological aesthetics" to Two Bunch Palms' "Mindful Touch Massage", wellness practitioners are finally opening their hearts and healing practices to cancer patients.

Beyond the Ghettos of Wellness

In a world where rising income and "wellbeing" inequalities are fueling a populist backlash, a wellness industry that's become narrowly associated with rich elites (those $300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the other 99%, like "Yoga Gives Back" helping poor women in India – or Newfoundland's Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community. A "Wellness Tourism 2.0" will rise: a development model thinking beyond the (often elite, gated) property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost "wellness" is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about "rock-bottom" vs. "fair" pricing, given the human labor that delivers so many of these healthy experiences.

GUIDE-PISCINE.fr

Actualité Bien-être

Le spa en 2017 : silence, arts et créativité, selon Global Wellness Summit

Publié le 20 décembre 2016

A l'occasion du **Global Wellness Summit** (GWS) à Kitzbühel (Autriche), 500 experts dans le milieu du bien-être ont tenté de mettre en lumière les **tendances du marché pour 2017**. Parmi elles, on retrouve la **réinvention du sauna**, mais également du spa.

Le spa en 2017 : silence, arts et créativité, selon Global Wellness Summit © *Fotolia*

Le spa silencieux

Le silence est d'or, surtout dans un monde aussi connecté que le nôtre. Les destinations les plus prisées dans le domaine du bien-être tentent alors une nouvelle approche, celle du **spa silencieux** : le premier a été officiellement ouvert il y a peu en Autriche, dans le Therme Laa Hotel.

Le spa créatif

Les **arts créatifs** seront en tête d'affiche dans les programmes de bien-être proposés par les établissements phares, prisés pour leurs vertus apaisantes. En Allemagne, le resort Schloss Elmau propose des **performances de musiciens et d'écrivains** afin d'accompagner les baignades et la détente procurée par le spa, ce qu'ils appellent la « mental detox ». Au Royaume Uni, au Gainsborough Bath Spa Hotel, c'est un **morceau classique joué au violon** qui accompagne les baigneurs.

*A lire également : **Tout savoir sur la musicothérapie**.*

Le futur du bien-être s'annonce comme un **retour au calme et à l'apaisement grâce aux vertus du silence** et au retour des arts créatifs sur le devant de la scène, même au spa.

TRAVEL WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE

Wellness tourism predictions move beyond the physical

By Jeri Clausing / December 21, 2016

A+ A-

The Silent Spa at Austria's Therme Laa Hotel. *Photo Credit: Courtesy Vamed Vitality Resorts*

Wellness tourism has been one of the hottest sectors of travel for years. And it is evolving as fast as it's growing. So what's on tap for 2017? Industry experts predict an expansion of offerings that go beyond the physical.

Creativity programs ranging from adult coloring books, literature classes and concerts, a new focus on silence and the addition of mental-health experts to more traditional spa resorts are among three of the tourism-related wellness trends identified in the most recent report from the Global Wellness Summit, "Eight wellness trends for 2017."

In an age of 24/7 connectivity, it's not surprising that silence is among the trends topping the list. While digital detox programs, where hotels ask you to check in your phones, tablets and computers during your stay, are not new, the report said, "Wellness destinations are embracing a dramatic approach to 'turning off' the noise: true silence."

For example, Austria's Therme Laa Hotel this month introduced the Silent Spa, complete with silent assistants and coaches. Additionally, the report said "wellness monasteries" are on the rise, "infused with the silent, contemplative values of ancient, sacred spaces," such as Italy's Eremito, which has no WiFi or phone signals and features silent, candlelit dinners. In Germany, the Brenners Park Hotel & Spa has installed "digital kill switches" for totally silent rooms. And Mexico's destination spa, Rancho La Puerta, holds meditative meals set to soft music.

The report also noted that art and creativity are taking center stage in wellness, and said we'll see
more sophisticated takes on the growing trend by luxury hotels to offer adult coloring books, along with "a profusion of multisensory experiences, from sound baths to 'yoga concerts.' "

The Casa Madrona in Sausalito, Calif., for instance, offers an Art of the Sea package that includes private painting lessons, tickets to museums and spa treatments. The Kimpton Hotel Monaco in Portland, Ore., provides easels, brushes and paint at their evening wine hours and the Tideline Ocean Resort & Spa in Palm Beach, Fla., offers nights of painting under the stars.

But "the unrivaled example of a wellness retreat magnificently merged with musical and cultural programming," the report said, is the Schloss Elmau, a castle in Germany's Bavarian Alps that in addition to five spas and a yoga program has a 300-seat concert hall that hosts 220 concerts and performances each year. It also has a program that enables thousands of top musicians, writers and thinkers (and their families) to "play to stay" every year.

More wellness resorts are also adding mental health professionals to their staff, from sleep specialists to psychologists and neuroscientists.

At the Stanglwirt in Kitzbuhel, Austria, a resident clinical psychologist offers everything from relaxation hypnosis to burnout prevention. ESPA Life at Corinthia Hotel London has just brought in a "neuroscientist in residence" to create programs tackling mental wellness, resilience and positivity. And the Park Hyatt New York just partnered with drop-in studio MNDFL for both in-room meditation and group classes in their vast Spa Nalai.

The report was put together following the group's annual Global Wellness Summit, held in Austria this fall, with input from wellness experts from around the globe, the group said.

"No other trends report is based on the perspectives of so many wellness experts, whether leading economists or futurists or the heads of hospitality, spa and beauty brands," said Susie Ellis, Global Wellness Summit chairwoman and CEO. "And it makes for a powerfully collective, global and informed set of predictions."

wirtschaft.tirol

Wirtschaft auf den Punkt gebracht.

Global Wellness Summit: Neue Superlativen sind gefragt

Mit dem Treffen Treffen der Wellness-Kapazunder in Kitzbühel wurde nicht nur die Poleposition des Landes bestätigt. „Damit kommt viel in Bewegung", ist Franz Linser, Global Wellness Summit-Vorstandsmitglied, überzeugt.

Die Strahlkraft dieser „Olympischen Wellness-Spiele" konnte anfangs nur erahnt werden. „Monatelang war ein wenig unklar, was da kommt", weiß Franz Linser. Er ist Vorstandsmitglied des Global Wellness Summit, der für sein 10-jähriges Jubiläum einen besonderen Platz suchte und ihn in Tirol fand. LH Günther Platter und WK-Präsident Jürgen Bodenseer hatten eine Ahnung davon, was es bedeuten könnte, wenn sich die Creme de la Creme der internationalen Wellness-Wirtschaft in Tirol trifft und hier nicht nur ein Resümee zieht, sondern vielmehr in die Zukunft blickt. Eine Zukunft, in welcher dieser Markt weiter wachsen wird und das in Dimensionen, die in keiner Relation zu den dürftigen Wachstumsraten anderer Branchen stehen.

Innerhalb nur einen Jahres ist der weltweite „Marktwert" der Wellness-Wirtschaft von 3,09 Billionen Euro (3,4 Trillionen Dollar) auf 3,36 Billionen Euro (3,7 Trillionen Dollar) angestiegen. So gigantisch die Chancen sind, so groß sind die Herausforderungen und mit der Zusage von Land und Kammer, das Treffen der Experten in Kitzbühel zu ermöglichen, wurde diese Kugel ins Rollen gebracht.

Tirol bietet Wellness in umfassender Dimension

Schon im Vorfeld des Global Wellness Summit fand eine Art Bewusstseinserweiterung in der Branche statt und mit ihr hielt auch die Erkenntnis Einzug, dass die bestehenden Programme der Wellness-Hotellerie überarbeitet werden sollten. Tirol bietet mit seinen Wäldern, Gewässern, Bergen und dem alten Wissen um die Kraft der Natur den perfekten Rahmen für Wellness in seiner umfassenden Definition – und die reicht weit über schöne Bäder und feine Anwendungen hinaus. Was die Wellness-Industrie im Allgemeinen und der Wellness-Tourismus im Speziellen bieten können, sind ganzheitliche Antworten auf nicht minder große Fragen. „Kümmere dich selbst um dich, bevor andere sich um dich kümmern", traf WK-Präsident Bodenseer im Rahmen der Pressekonferenz den „Lifestyle-Kern" der breiten Thematik, die internationale Kapazunder nach Kitzbühel lockte.

David Bosshart, CEO des Gottlieb Duttweiler Instituts, skizzierte in seiner Schlüsselrede etwa die komplexe Transformation vom industriellen Denkmuster zur Data-Welt, die sich dadurch auszeichnet, dass das Digitale in den Hintergrund rückt und im Vordergrund ganz neue Möglichkeiten schafft – auch für „Wellbeing".

Für drei Tage war Kitzbühel der Nabel der Wellness-Welt und der Tatsache, dass Tirol dabei als „Wiege des Wellness-Tourismus" bezeichnet wurde, sollen – geht es nach Mitinitiator Franz Linser – Taten folgen. „Unsere Superlative sind Anzahl der Häuser und Anzahl der Gäste. Das muss sich ändern. Wir schenken da zu viel her."

» Lesen Sie mehr dazu im ausführlichen Interview mit Franz Linser

wirtschaft.tirol
Wirtschaft auf den Punkt gebracht.

Franz Linser: „Schenken bei Wellness viel zu viel her"

Im Rahmen des Global Wellness Summit in Kitzbühel (wirtschaft.tirol berichtete: Neue Superlativen sind gefragt) sprachen wir mit Franz Linser, dem CEO von Linser Holspitality und Vorstandsmitglied des Global Wellness Summit.

wirtschaft.tirol: Im Rahmen des Global Wellness Summit wurden große Zahlen und große Möglichkeiten genannt. Was können die Erkenntnisse aus dem internationalen Treffen für Tirol bedeuten?

Franz Linser: Ich glaube, durch dieses Treffen kommt viel in Bewegung. Das war meine große Hoffnung. Monatelang war ein wenig unklar, was da mit Global Wellness Summit auf Tirol zukommt. Das änderte sich relativ schnell. Die Tirol Werbung ist jetzt Feuer und Flamme und es hat sich im Vorfeld des Summit schon einiges getan.

Tirol wurde vielfach als „Wiege des Wellness-Tourismus" bezeichnet. Auch das Wellness-Magazin „euopean Spa" titelte im Vorfeld des Global Wellness Summit mit „Cradle of wellness". Was bedeutet das?

Wir waren Pioniere. Das mit der Wiege bezieht sich nicht auf Wellness im Allgemeinen sondern auf Wellness-Tourismus. Dass der Wellness-Tourismus aus Tirol stammt, war auch ein Argument dafür, den Summit hierher zu holen. Zum 10-Jahres-Jubiläum wollten wir etwas Spezielles haben. Und das haben wir bekommen.

Wie definieren Sie Wellness?

Wenn wir uns das vor Augen führen, was die Erfinder von Wellness damit meinten, dann muss das viele überraschen. Es ist nicht dieses flache Etwas, das wir künstlich daraus gemacht haben. Es ist viel mehr. Wir müssen eigentlich nur einen Schritt zurückgehen, back to the future macht schon Sinn. Da hätten wir den Weg vorgegeben.

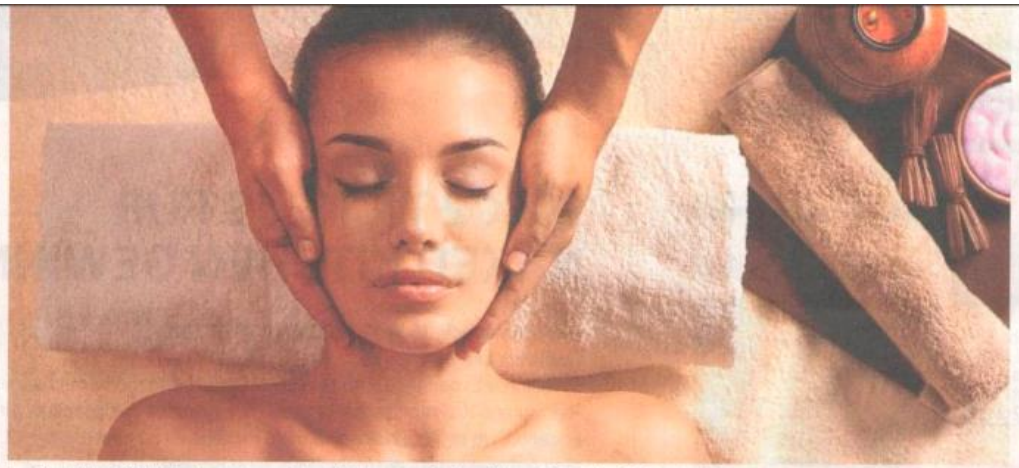
Sie sagten, es gehe darum, das Leben als Ganzes zu umarmen, aus einer „to do list" eine „to be list" zu machen. Der Gegenpol zu sich Wohl fühlen, ist, sich unwohl zu fühlen. Gilt es, die Gründe für das Unwohlfühlen zu finden und zu „behandeln"?

„Wir sprechen in unserem Institut auch schon von unwell-tourism – wenn du danach dicker bist als vorher und dich unwohler fühlst. Ja, der Zugang hat sich in den letzten 10 Jahren auch vor dem Hintergrund der Ängste und Schlafprobleme und burn outs sehr geändert. Da muss man die Programme anpassen. Wenn ich die Leute eincreme, wenn sie Depressionen haben, dann muss ich mir echt überlegen, ob ich das verstanden habe. Der Summit soll der Weckruf für die heimische Branche sein. Darüber würde ich mich sehr freuen, denn da hätten wir – ohne belehrend zu sein – etwas erreicht.

Was meinen Sie mit Weckruf?

Wir werden hier gefeiert, doch müssen wir auch liefern. Ich glaube, es wäre schon an der Zeit, dass sich da etwas tut. Wenn du für Wellness nichts verlangst, dann wirst du auch nichts damit verdienen. Wellness kostet international viel, viel mehr. Da ist das auch ganz anders getrennt und es ist klar, wenn du durch diese Tür gehst, kostet das. Wir schenken da viel zu viel her und sollten auch über die Geschäftsmondelle nachdenken. Bei uns sind die Superlative die Anzahl der Häuser, Anzahl der Gäste, etc – aber die Zahlen daneben stehen meistens klein gedruckt, wenn überhaupt. Da ist noch viel zu tun und ich glaube durch diesen Diskurs lernt man von den anderen. Die Top-Hotels in Tirol waren immer bereit, zu lernen. Die anderen meinten, ja ja eh, wissen wir schon. Das stimmt eben nicht. Wir haben, Sie erwähnten es bereits,

dieses gewaltige Prädikat „Cradle of Wellness" bekommen. Allein schon das mit diesem Summit erreicht zu haben, ist ein Riesen-Erfolg. Es ist eben ein Unterschied, ob wir sagen, dass wir das Tourismusland Nummer Eins sind, oder wenn es andere über uns sagen.



In Kitzbühel diskutierten internationale Top-Touristiker über die Zukunft des Wellness-Tourismus. Foto: Valua Vitaly/Fotolia

Wellness Summit und theALPS tagten in Tirol

Mit dem alpenweiten Netzwerktreffen theALPS und dem Global Wellness Summit wurde Tirol vergangene Woche zum internationalen Treffpunkt von Touristikern: Das wichtigste internationale Treffen der Wellnessbranche fand heuer erstmals drei Tage lang in Österreich statt. 500 Teilnehmer aus über 40 Ländern trafen sich in Kitzbühel, um über Trends der globalen Wellness-Branche zu diskutieren. Zum 10-Jahres-Jubiläum kehrte der Kongress in die „Wiege des Wellness-Tourismus" – nach Tirol – zurück. Signe Reisch, Präsidentin Kitzbühel Tourismus: „Kitzbühel konnte sich als alpine Wellness-Oase ideal in Szene setzen."

Bei theALPS tagten rund 500 Touristiker, Reiseveranstalter und Medienvertreter aus 37 Nationen in Innsbruck. Viel diskutiert wurden dabei die Thesen einer internationalen Forschungsgruppe zur „Zukunft von alpinen Winterreisen".

Sprachen beim Global Wellness Summit in Kitzbühel über die Zukunft der Sparte und die Chancen darin: Katherine Johnston, Jürgen Bodenseer, Josef Margreiter, Franz Linser, Sue Harmsworth und Signe Reisch (von links). Foto: Angerer

Österreich ist ein Big Player im Wellness-Weltmarkt

Beim derzeit in Kitzbühel laufenden Global Wellness Summit zeigt sich, dass Österreich mit 14,6 Millionen Wellnessgästen ganz vorne mitspielt.

Kitzbühel – In Kitzbühel dreht sich derzeit alles um Wellness. Noch bis morgen Mittwoch findet der zehnte Global Wellness Summit in Tirol statt. Nicht weniger als 500 Teilnehmer aus 40 Ländern beschäftigen sich dabei mit der Zukunft des Wellnessmarktes.

Am Montagmittag wurden bei einer Pressekonferenz die harten Fakten dazu präsentiert. Hier spielt Österreich weltweit eine große Rolle. Katherine Johnston, Senior Research Director, Global Wellness Institute, USA, bezeichnet Österreich dabei als „wellness tourism powerhouse" und belegte diese Aussage mit Zahlen. So liegt Österreich weltweit an sechster Stelle bei den Wellness-Destinationen, europaweit sogar an dritter Stelle hinter Deutschland und Frankreich. „Es gibt Länder, die liegen hier weit vorne, weil sie groß sind und es gibt kleine Länder die liegen vorne, weil sie ein großes Angebot haben, dazu gehört Österreich", sagt Johnston. Und auch Sue Harmsworth, Co-Vorsitzende Global Wellness Summit, Founder, ESPA International, streut Österreich Rosen, und hier vor allem Tirol. „Man nimmt hier vieles als selbstverständlich an, aber Tirol bietet in Sachen Wellness und Wellbeing ein riesiges Angebot", sagt Harmsworth.

Der Wellnessmarkt sei der Zukunftsmarkt im Tourismus, ist auch Tirol-Werber Josef Margreiter sicher. So würde etwa ein Fünftel der Tiroler Gäste Wellness als Mitgrund für den Urlaub in Tirol anführen. Auch ist die Wertschöpfung bei Wellnessgästen deutlich höher, sie liegt laut Margreiter bei 143 Euro pro Tag. Dies entspricht 20 % mehr als bei einem „normalen" Urlaubsgast. Johnston spricht österreichweit von 958 Euro, die der Wellnessgast pro Aufenthalt ausgibt. Die Einnahmen aus dem Wellnessbereich würden 56,9 Prozent der touristischen Gesamteinnahmen betragen.

> *„Man nimmt hier vieles als selbstverständlich an, aber Tirol bietet in Sachen Wellness und Wellbeing ein riesiges Angebot."*
>
> **Sue Harmsworth (Global Wellness Summit)**

Einen besonders großen Vorteil für Tirol sieht Franz Linser, Co-Vorsitzender Global Wellness Summit, CEO Linser Hospitality GmbH, in der Authentizität Tirols im Bereich Wellness. Diese würde sich nicht nur auf die speziellen Angebote der Hotellerie beschränken, sondern auch durch die unberührte Natur, die naturbelassenen Lebensmittel und die gesunde Lebensweise widergespiegelt.

Von 2013 bis 2015 hat der Wellness-Tourismus in Österreich um 10 % zugelegt und liegt nun bei 14,6 Millionen Nächtigungen. Der Anteil der Gäste in der Sparte stieg in derselben Zeit von 32,8 % auf 36,5 %. *(aha)*

TIROLER WIRTSCHAFT

DIE ZEITUNG DER WIRTSCHAFTSKAMMER TIROL • DONNERSTAG, 20. OKTOBER 2016 • AUSGABE NR. 21-TW

KURZER LICHTBLICK, UNSICHERE ZUKUNFT

Für das Gewerbe und Handwerk lief es bisher relativ gut. Die Prognosen trüben jedoch die Aussichten, wie Obmann Steixner berichtet. Mehr auf ▸ SEITE 2

ERFOLGREICH ÜBERGEBEN & ÜBERNEHMEN

Am 4. November ab 15 Uhr informieren die WKT und die Notariatskammer über alle wichtigen Fragen rund um die Betriebsnachfolge. Seite 9.

RÄUM- UND STREUPFLICHTEN IM WINTER

Räumen und Streuen sind in der kalten Jahreszeit ein notwendiges Übel. Doch wer ist dafür verantwortlich und wie weit gehen die entsprechenden Pflichten? Mehr dazu auf ▸ SEITE 13

Global Wellness Summit: Weckruf für die Branche

VORREITER Beim Global Wellness Summit im K3 bestätigte die internationale Crème de la Crème der Branche die Vorreiterrolle Tirols. Die Auszeichnung ist auch Auftrag.

„Ihr seid so weit voraus", zog Sue Harmsworth im Rahmen des Global Wellness Summit im K3 KitzKongress verbal den Hut vor dem Wellness-Land Tirol. Aus dem Munde einer der ganz Großen der internationalen Wellness-Branche ist diese Feststellung einem Ritterschlag gleichzusetzen. Die Gründerin von ESPA International und Co-Vorsitzende des hochkarätigen Treffens in Kitzbühel lobt nicht nur die Ausbildungsqualität der Mitarbeiter, die international unvergleichlich sei. Sie zeigte sich auch vom ganzheitlichen Ansatz beeindruckt, der in Tirol mit scheinbaren Selbstverständlichkeiten, wie der gesunden Luft, der intakten Natur oder den regionalen Lebensmitteln, gelebt und in die Konzepte integriert wird. „Andere müssen es inszenieren. Ihr habt es", sagte sie.

Das Gipfeltreffen der Wellness-Branche machte gleich zu Beginn klar, dass die Breite und Vielschichtigkeit der Unternehmen, die sich auf Wellness oder Wellbeing konzentrieren, oft unterschätzt wird. Die globale Wellness-Industrie ist aktuell ein Markt, der mit rund 3,36 Billionen Euro beziffert wird. „Ich bin überzeugt, dass dieser Markt weiter wachsen wird", hielt WK-Präsident Jürgen Bodenseer fest und betonte die Chancen, die eben weit über die touristischen Grenzen hinausreichen und einen grundsätzlichen Zugang zum Leben und zum Arbeiten umfassen. „Es hat viel mit Seele zu tun, mit Herz und mit einem Lebensstil, der nicht nur im Urlaub, sondern auch zu Hause und am Arbeitsplatz umgesetzt werden kann", lenkte er den Blick auf das Alltagspotenzial des Themas, für dessen Branche der Summit in Kitz einen Weckruf darstellt.

> ***„Gesunde Luft, intakte Natur, regionale Lebensmittel. Andere müssen es inszenieren. Ihr habt es."***
>
> ***Sue Harmsworth***

▸ Mehr dazu auf Seite 3

Furtenbach Adventures kommt hoch hinaus

Das Tiroler Unternehmen Furtenbach Adventures ist einer der innovativsten Veranstalter von individualisierten Heliski-Reisen, Expeditionen und exklusiven Abenteuerreisen. Im Frühling brachen GF Lukas Furtenbach und sein Team zu einer Expedition am Mount Everest auf und kehrten mit einzigartigen Luftaufnahmen zurück. Die ersten Drohnenbilder in solchen Höhen sorgten für große Begeisterung. Wer sich selbst ein Bild der Leistungen von Furtenbach Adventures machen möchte, hat von 29.–30. Oktober bei der Alpin Messe in der Messehalle Innsbruck die Möglichkeit. Mehr dazu auf Seite 7.

Fotos: Furtenbach

KLARTEXT REDEN

Von Jürgen Bodenseer

Rote Zahlen

Ich nehme es Finanzminister Schelling ab, dass er versucht, das Budget endlich aus den roten Zahlen zu führen. Seine Regierungskollegen machen es ihm allerdings nicht leicht: Aus allen Ressorts kommen ellenlange Wunschlisten – und am Ende fehlen auch heuer 4,3 Milliarden in der Kassa.

Jetzt soll es eine „Ausgabenanalyse" und eine „Aufgabenanalyse" geben. Damit verrinnt wieder jede Menge Zeit. Ich verstehe schon die Absicht dahinter: Finanzminister Schelling sind nach all diesen Jahren der Diskussionen und Rechnungshofberichte die Ausgaben und Aufgaben zwar längst klar – aber er braucht diese Ehrenrunde, um seinen Ressortkolleginnen und -kollegen etwas die Flügel zu stutzen.

Ich beneide den Finanzminister nicht um seinen Knochenjob – und hoffe, dass er die Energie hat, ihn trotz aller Widerstände durchzuhalten. Letztendlich führt nichts daran vorbei, dass sich auch der Staat an die mathematischen Gesetzmäßigkeiten hält. Alljährlich das Minus fortzuschreiben, kann auf Dauer nicht gutgehen.

juergen@bodenseer.com

Olympische Wellness-Spiele in Kitzbühel: Neue Superlative sind gefragt!

GLOBAL WELLNESS SUMMIT **Mit dem Treffen der internationalen Wellness-Kapazunder wurde nicht nur die Poleposition unseres Landes bestätigt. „Damit kommt viel in Bewegung", ist Franz Linser, GWS-Vorstandsmitglied, überzeugt.**

Die Strahlkraft dieser „Olympischen Wellness-Spiele" konnte anfangs nur erahnt werden. „Monatelang war ein wenig unklar, was da kommt", weiß Franz Linser. Er ist Vorstandsmitglied des Global Wellness Summit, der für sein 10-jähriges Jubiläum einen besonderen Platz suchte und ihn in Tirol fand.

LH Günther Platter und WK-Präsident Jürgen Bodenseer hatten eine Ahnung davon, was es bedeuten könnte, wenn sich die Creme de la Creme der internationalen Wellness-Wirtschaft in Tirol trifft und hier nicht nur ein Resümee zieht, sondern vielmehr in die Zukunft blickt. Eine Zukunft, in welcher dieser Markt weiter wachsen wird und das in Dimensionen, die in keiner Relation zu den dürftigen Wachstumsraten anderer Branchen stehen.

Innerhalb nur einen Jahres ist der weltweite „Marktwert" der Wellness-Wirtschaft von 3,09 Billionen Euro (3,4 Trillionen Dollar) auf 3,36 Billionen Euro (3,7 Trillionen Dollar) angestiegen. So gigantisch die Chancen sind, so groß sind die Herausforderungen und mit der Zusage von Land und Kammer, das Treffen der Experten in Kitzbühel zu ermöglichen, wurde diese Kugel ins Rollen gebracht.

Schon im Vorfeld fand eine Art Bewusstseinserweiterung in der Branche statt und mit ihr hielt auch die Erkenntnis Einzug, dass die bestehenden Programme der Wellness-Hotellerie überarbeitet werden sollten. Tirol bietet mit seinen Wäldern, Gewässern, Bergen und dem alten Wissen um die Kraft der Natur den perfekten Rahmen für Wellness in seiner umfassenden Definition – und die reicht weit über schöne Bäder und feine Anwendungen hinaus. Was die Wellness-Industrie im Allgemeinen und der Wellness-Tourismus im Speziellen bieten können, sind ganzheitliche Antworten auf nicht minder große Fragen. „Kümmere dich selbst um dich, bevor andere sich um dich kümmern", traf WK-Präsident Bodenseer im Rahmen der Pressekonferenz den „Lifestyle-Kern" der breiten Thematik, die Wellness-Kapazunder nach Kitz lockte.

David Bosshart, CEO des Gottlieb Duttweiler Instituts, skizzierte in seiner Schlüsselrede etwa die komplexe Transformation vom industriellen Denkmuster zur Data-Welt, die sich dadurch auszeichnet, dass das Digitale in den Hintergrund rückt und im Vordergrund ganz neue Möglichkeiten schafft – auch für „Wellbeing".

Für drei Tage war Kitzbühel der Nabel der Wellness-Welt und der Tatsache, dass Tirol dabei als „Wiege des Wellness-Tourismus" bezeichnet wurde, sollen – geht es nach Mitinitiator Franz Linser – Taten folgen. „Unsere Superlative sind Anzahl der Häuser und Anzahl der Gäste. Das muss sich ändern. Wir schenken da zu viel her", sagt er.

WK-Präsident Jürgen Bodenseer hob die enormen Potenziale des Wellness-Markts hervor.

WEBTIPP
wirtschaft.tirol

Ein Interview mit Franz Linser zum Gobal Wellness Summit lesen Sie auf wirtschaft.tirol.

Keynote-Speaker David Bosshart zeigte die Bedeutung von „Wellbeing" in der neuen Data-Welt auf.

GMS-Mitinitiator Franz Linser zeigte sich vor den führenden Köpfen der internationalen Wellness-Branche im KitzKongress K3 überzeugt: „Wir schenken zu viel her!"

Fotos (3): GWI

Der Wellness-Markt in Zahlen

Der weltweite Wellness-Markt, zu dem neben dem Wellness-Tourismus, auch Spa-Industrie, Beauty & Anti-Aging-Industrie, Komplementär- und Alternativmedizin, Präventivmedizin oder Wellness am Arbeitsplatz zählen, wird mit **3,36 Billionen Euro** beziffert.
Österreich hat bereits **vor über 25 Jahren** damit begonnen, das touristische Wellness-Angebot auszubauen und clever zu entwickeln.
Auch darauf wird zurück geführt, dass Österreich **weltweit die Nummer 6** und **europaweit die Nummer 3** ist, werden die Umsätze aus dem Wellness-Tourismus betrachtet.
Der Großteil der Einnahmen aus Wellness-Tourismus in Österreich wird auf so genannte Secondary Wellness Tourists zurück geführt – 2015 wurden **92 Prozent** aller Wellness-Urlaube im Land nicht mit Wellness als Teil des Urlaubes angetreten. Die Anzahl der Wellness-Urlaube in Österreich ist zwischen 2013 und 2015 um **zehn Prozent** gewachsen – jene, die dem regulären Tourismus zugeschrieben werden, um **4,3 Prozent**.
Der durchschnittliche Wellness-Tourist gibt in Österreich **958 Euro pro Trip** aus – **56 Prozent mehr als der „Normal-Tourist" (615 Euro)**.

Teilnehmer der Pressekonferenz im Rahmen des Global Wellness Summit in Kitzbühel. Fotos (3): pro.media

Global Wellness Summit in Kitzbühel

Nach Mexico City im letzten Jahr, war dieses Jahr Kitzbühel Gastgeber für den größten Kongress der Wellness- und Spa-Industrie – dem Golbal Wellness Summit.

Tirol bietet einen hervorragenden Rahmen für diesen Kongress, immerhin liegt Österreich an sechster Position bei den Wellness-Destinationen und kann sich somit voller Stolz als Wellness-Land bezeichnen.

Signe Reisch, TVB Kitzbühel, und Josef Margreiter, Tirol Werbung.

WK-Präsident Jürgen Bodenseer, Sue Harmsworth (GWS-Co-Vorsitzende), Franz Linser (GWS-Co-Vorsitzender) und GWS-Präsidentin und CEO Susie Ellies (v.l.n.r.) im K3.

PRESSEZONE
Die multimedialen Presse-News in Text, Ton, Film und Bild

pro.media
kommunikation

Ressort: Chronik, Gesundheit, Reise, Tourismus, Kitzbühel Tourismus
Datum: 19.10.2016
Ort: Kitzbühel

Twittern G+1 0 Gefällt mir 46

Global Wellness Summit: Elite der Wellness-Branche tagte in Kitzbühel

Dieser Tage präsentierte sich Kitzbühel als idealer Austragungsort für die größte und prestigeträchtigste Konferenz der globalen Wellness Industrie, den Global Wellness Summit. Die Gamsstadt mit dem K3 KitzKongress bewies einmal mehr ihre Kompetenz als perfekte Kongress-Destination - Tirol wurde seinem Ruf als "Wiege des Wellness-Tourismus" eindrucksvoll gerecht.

Der **Global Wellness Summit** – das wichtigste internationale Treffen der Wellnessbranche – fand heuer erstmals 3 Tage lang in Österreich statt. In den vergangenen Jahren ging der Summit in den USA, der Schweiz, der Türkei, Bali, Indien, Marokko und Mexiko über die Bühne. Rund 500 Teilnehmer aus über 40 Ländern trafen sich in Kitzbühel um über Trends der globalen Wellness-Branche zu diskutieren. Zum 10-Jahres-Jubiläum kehrte der Kongress quasi in die ‚Wiege des Wellness-Tourismus' – nach Tirol - zurück. Im Rahmen des Global Wellness Summits präsentierte sich einerseits Tirols Wellness-Elite und andererseits ganz Tirol als Top Wellness-Destination.

Österreich Vorreiter in Sachen Wellness

Österreich und speziell Tirol ist seit vielen Jahren Vorreiter in Sachen Wellness. Das Land liegt weltweit an sechster Stelle bei den Wellness-Destinationen, europaweit sogar hinter Deutschland und Frankreich auf Platz drei. Der Wellnessmarkt kann vor allem in Tirol als Zukunftsmarkt im Tourismus angesehen werden. Ein Fünftel der Gäste, die nach Tirol kommen, führen die zahlreichen Wellnessangebote als Mitgrund für ihre Urlaubsentscheidung an. Österreichs Wellness Tourismus Reisen wuchsen in den letzten zwei Jahren um 11,8% - von 12,1 Millionen Reisen (In- und Ausland zusammen) im Jahr 2013 auf 13,5 Millionen im Jahr 2015. Österreichs Wellness Tourismus Umsatz stieg um 7,5% von 2013 bis 2015, von € 11,8 Mrd. auf 12,7 Mrd. €. Auch mit Blick auf Tirol bestätigt sich, dass der Wellness-Gast ein im wahrsten Sinne des Wortes „wertvoller" Gast ist: Die Tagesausgaben liegen im Winter mit 143 Euro/Tag deutlich über dem Tirol Schnitt (119 Euro). Und auch im Sommer liegen die Tagesausgaben beim Wellness-Gast (158 Euro) deutlich über dem Durchschnitt (123 Euro).

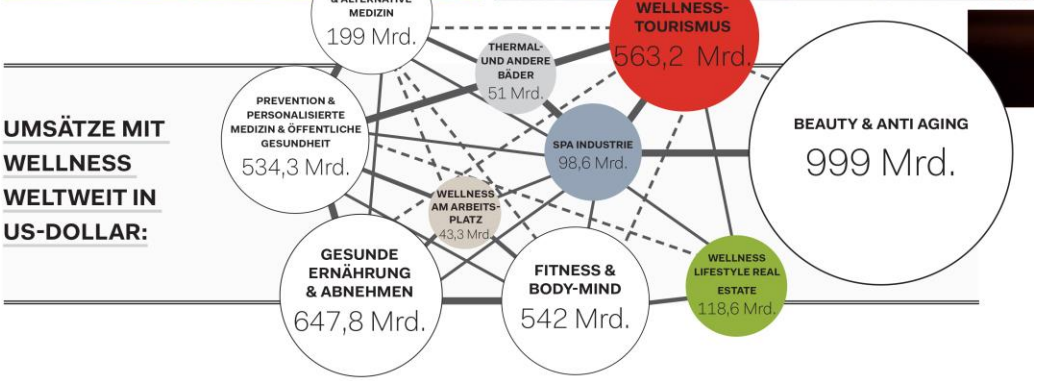
Der Kongress 2016, der vom Gastgeberland Tirol, Kitzbühel und der Wirtschaftskammer finanziell unterstützt wurde, fand über Initiative des Tiroler Wellnessexperten **Franz Linser** statt. Das diesjährige Motto lautete "Zurück in die Zukunft" und gab den Teilnehmern einerseits eine einzigartige Perspektive auf die Zukunft der Wellness- und Spa Industrie und stellte andererseits historische Beiträge zur Industrie innerhalb Europas und Österreichs zur Schau.

Die Gamsstadt erwies sich mit dem K3 KitzKongress und seiner Top-Hotellerie und Gastronomie einmal mehr als idealer Gastgeber. **Signe Reisch**, Präsidentin Kitzbühel Tourismus freute sich über die vielen internationalen Kongressteilnehmer: "Kitzbühel konnte sich als alpine Wellness-Oase mit seinen natürlichen Ressourcen und seiner perfekten Infrastruktur ideal in Szene setzen. Die natürliche Umgebung unserer Bergwelt ist Balsam für Seele und Körper und bietet die ideale Voraussetzung zum wellnessen – und das 365 Tage im Jahr."

Gipfelstürmer beim Wohlfühlen

Die weltweite Elite der Wellness-Branche war zu Gast in Kitzbühel – und ist auf dem Weg zu immer neuen Rekorden

Text: Hildegard Dorn-Petersen, Kitzbühel



Vor ausverkauftem Haus mit 500 Teilnehmern fand Mitte Oktober in Kitzbühel der Global Wellness Summit statt – und feierte sein zehnjähriges Jubiläum. „Back to the future – zurück in die Zukunft" lautete das zentrale Thema. Keynotes und Workshops schlugen den Bogen zwischen überlieferter Heilkunst und neuen medizinischen Konzepten, zwischen der Tradition der europäischen Badekultur und den Herausforderungen der Zukunft.

Die Destination war gut gewählt, denn schließlich waren es die Wellness-Pioniere aus Österreich und Deutschland, die das Erfolgsmodell „Wellnesshotel" kreiert haben. Unternehmerisches Engagement, hohe Investitionen und reichlich Feintuning haben Häuser von überregionalem Ruf hervorgebracht. Alleine Tirol kann heute auf eine stattliche Zahl von 400 Wellnesshotels verweisen. Dass man sich nicht auf dem Erfolg ausruhen darf, sondern für die Zukunft fit sein muss, machten unterschiedliche Redner klar.

Ist es nicht schön, dass auch Zukunftsforscher irren können? Es ist rund zehn Jahre her, dass sie den Abgesang auf den Wellness-Boom propagierten und das Zeitalter von Selfness einläuten wollten. Die Researcherinnen des Global Wellness Instituts (GWI), Ophelia Yeung und Katherine Johnston, präsentierten dem Auditorium des GWS keine Kristallkugel, sondern harte Zahlen über die globale Wellness-Industrie (vgl. Grafik). Diese machen mit einem Gesamtvolumen von 3.72 Milliarden Umsatz deutlich: Wellness ist und bleibt ein weltweiter Megatrend. Die Expertinnen konnten allerdings eine deutliche Veränderung feststellen, wie die Reisenden Wellness konsumieren: „Während Wellness früher eine Luxus oder ein Add-on war, wird es nun von allen Aspekten des täglichen Lebens beeinflusst – von der Arbeitswelt bis hin zum Reiseverhalten."

Dritter ist Österreich

Auch für Österreich gibt es vielversprechende Zahlen, die vom GWI mit Unterstützung der FH Johanneum erhoben wurden: Der Umsatz im Wellnesstourismus stieg zwischen 2013 und 2015 von 12 Milliarden auf 14 Milliarden Euro. Damit liegt Österreich weltweit an 6. Stelle, in Europa auf dem 3. Rang. Der Wellnessgast zeigt sich spendabel: Seine Ausgaben pro Aufenthalt betrugen 2015 958 Euro – das sind 56% mehr als beim durchschnittlichen Tourist mit 615 Euro.

„Es war inhaltlich für mich die beste Veranstaltung zum Thema Wellness, die ich in den letzten Jahren besucht habe."

HILDEGARD DORN-PETERSEN, WELLNESS-EXPERTIN

Darauf sollte man sich allerdings nicht auszuruhen – die Zukunft findet aktuell wo anders statt: Da werden ganze Wellness-Welten entworfen. Während in den USA und in Asien bereits sehr gelungene Modelle für diese „Wellness Communites" zu finden sind, sind diese hierzulande in der Minderzahl. Vermutlich braucht Österreich auch keine künstlich entwickelten Wellnesslandschaften. Aber über die Gestaltung von Räumen kann man auch bei uns nachdenken:

Weit in die Zukunft schaut dabei das Team von Arup. Die Architekten gestalteten schon das Sydney Opera House und das Centre Pompidou. Heute arbeiten Designer, Planer, Ingenieure, Berater und Techniker im Schulterschluss nach der Devise: „Wir gestalten eine bessere Welt." Ann Marie Aguilar von Arup führte anschaulich vor, wie man die Wirkung von Räumen auf die Nutzer in einem Soundlab prüfen kann, um Fehlplanungen zu vermeiden, und wie sich möglicherweise künftig die Treatmenträume in Farbe, Temperatur und Musik genau den Bedürfnissen der Kunden anpassen.

Sehr erfrischend gestaltete sich die Präsentation der Tochter von Sir Rocco Forte, Elena Forte, zum Thema Millenials. Sie hat viel von ihrem aktiven und gesunden Lebensstil und dem ihrer Freunde direkt in die Häuser der Hotelgruppe integriert. Ihren Vater konnte sie überzeugen, dass es im Wettbewerb kaum ein Cityhotel mit einem überzeugenden Spa-Konzept gibt. Seit Januar 2016 wird deshalb ihr eigene Vision, die auf vier Säulen basiert, in allen Hotels umgesetzt: Rocco Forte Rituals mit Signature Treatments und einer eigenen Produktlinie, Rocco Forte Fitness

u.a. mit eigens entwickelten Sightseeing-Karten für Jogger und Yoga Kurse auf der Dachterrasse zum Beispiel des Berliner Hauses, dazu kommt das Ernährungsprogramm Rocco Forte Nutrition sowie Rocco Forte Mind – also ihre Version von „Selfness". Aus der Motivation, Millenials als Mitarbeiter zu gewinnen, hat sie eine sehr erfolgreiche eigene App zur interaktiven Kommunikation mit den Teammitgliedern entwickelt. Die können hier kleine Schulungsprogramme abrufen und Verbesserungsvorschläge machen.

Summit in Tirol

Dass dieser weltweite Summit überhaupt nach Tirol kam, ist Franz Linser und Robert Ranzi (Wellness Cluster Tirol) zu verdanken. Das Kitzbühler Kongresszentrum K3 hatte Platz für 500 Teilnehmer, die Verköstigung lief über ein Dine-Around durch Kitzbühel mit Rasmushof, Sporthotel Reisch, Hotel Kitzhof, Hotel Schwarzer Adler und das A-Rosa Kitzbühel mit einem köstlichen Wellness-Menu. Auch monetär wäre der Global Wellness Summit in Österreich ohne das Engagement von Tirol Werbung, Kitzbühel Tourismus und Wirtschaftskammer Tirol nicht möglich gewesen. Das Land unterstützte den Kongress mit insgesamt 230.000 Euro aus dem Tourismusförderungsfonds, weitere 70.000 Euro kamen von Wirtschaftskammer und dem Tourismusverein Kitzbühel. Der Einsatz hat sich gelohnt – bereits wenige Tage nach dem Event ist in der Branche einhelliges Lob zu hören und das wird in die ganze Welt getragen.

Der nächste Global Wellness Summit wird vom 9. – 11. Oktober 2017 im „The Breakers" am Strand von Palm Beach stattfinden. Die 1896 begründete Hotellegende beschäftigt 2.000 Mitarbeiter und ist das einzige Luxushotel in den USA, das sich noch in Händen der ursprünglichen Eigentümerfamilie befindet.

Hildegard Dorn-Petersen FCSI ist Expertin im Wellness-Markt (www.hotel-consult.de). Sie ist u.a. Mitglied im Vorstand des FCSI Deutschland-Österreich e.V. und im Wellness-Cluster Tirol.

L'OFFICIEL du thermalisme
AQUÆ.fr
L'OFFICIEL EAU SANTÉ & BIEN-ÊTRE

GWS : conférences sur l'industrie européenne du bien-être

Le **Global Wellness Summit 2016**, qui se tiendra du 17 au 19 octobre au Tyrol en Autriche, accueillera plusieurs économistes européens afin de faire le point sur l'industrie européenne du bien-être et sur son avenir. **Barbara Kolm**, directrice du Austrian Economics Center, **David Bosshart**, président – directeur général de Gottlieb Duttweiler Institute, **Thierry Malleret**, cofondateur de The Monthly Barometer ainsi que **Jan-Emmanuel De Neve**, professeur agrégé à Oxford et co-editor du World Happiness Report s'exprimeront sur les indicateurs économiques clés et sur les tendances qui impacteront prochainement le marché du bien-être.

Barbara Kolm animera le 18 octobre la conférence "*The European Economy From a Wellness Point of View*" tandis que Thierry Malleret s'exprimera sur la thématique "*Changes Underway Affecting Wellness: Who is at Risk and Who will be the Winners?*". La conférence "*Economics of Happiness and Well-being: Why These Measurements are Important and What is Their Impact?*" sera tenue par Jan-Emmanuel De Neve. David Bosshart se projettera quant à lui sur l'avenir avec la conférence "*Wellness 2030 – From Old Fashioned Industrial Romance to Data Buddhism*".

Bezirks Blätter

KITZBÜHEL

Ausgabe 43
27./28. Oktober 2016
RM 92A637001

meinbezirk.at

Wellness & Kitz =

Kitzbühel war ein idealer Austragungsort für die weltweit größte Wellness-Konferenz.

J. Bodenseer, F. Linser, S. Reisch, J. Margreiter (v. li.).

Foto: pro.media

KITZBÜHEL (navi). Kitzbühel war an drei Tagen Schauplatz für die größte und prestigeträchtigste Konferenz der globalen Wellness-Industrie, den Global Wellness Summit. Die Gamsstadt mit dem K3 Kitz-Kongress zeigte Kompetenz als Kongress-Destination und Tirol wurde seinem Ruf als „Wiege des Wellnesstourismus" gerecht.

Der Global Wellness Summit fand erstmals in Österreich statt. Rund 500 Teilnehmer aus über 40 Ländern trafen sich, um über Trends der globalen Wellness-Branche zu diskutieren. Zum 10-Jahres-Jubiläum kehrte der Kongress quasi in die ‚Wiege des Wellnesstourismus' – nach Tirol – zurück. Im Rahmen des Global Wellness Summits präsentierte sich einerseits Tirols Wellness-Elite und andererseits ganz Tirol als Top-Wellness-Destination.

Wellness-Vorreiter

Österreich und speziell Tirol ist seit vielen Jahren Vorreiter in Sachen Wellness. Das Land liegt weltweit an sechster Stelle bei den Wellness-Destinationen, europaweit auf Platz drei. Der Wellnessmarkt kann vor allem

eins

in Tirol als Zukunftsmarkt im Tourismus angesehen werden. Ein Fünftel der Gäste, die nach Tirol kommen, führen die zahlreichen Wellnessangebote als Mitgrund für ihre Urlaubsentscheidung an. Österreichs Wellnesstourismus Reisen wuchsen in den letzten zwei Jahren um 11,8 % auf 13,5 Millionen im Jahr 2015. Österreichs Wellnesstourismus Umsatz stieg um 7,5 % von 2013 bis 2015, von 11,8 Mrd. € auf 12,7 Mrd. €. Die Tagesausgaben liegen im Winter mit 143 Euro/Tag deutlich über dem Tirol-Schnitt (119 €). Und auch im Sommer liegen die Tagesausgaben beim Wellness-Gast (158 €) deutlich über dem Durchschnitt (123 €).

„Kitzbühel konnte sich als alpine Wellness-Oase mit seinen natürlichen Ressourcen und seiner perfekten Infrastruktur ideal in Szene setzen", so TVB-Obfrau Signe Reisch.

FH | JOANNEUM
University of Applied Sciences

Foto: Global Wellness Summit

g data from cdn.fh-joanneum.at...

Global Wellness Summit 2016 – Gipfeltreffen in Kitzbühel

David Kinzer, 9. November 2016

Der jährliche Global Wellness Summit vereinte heuer zum zehnten Mal das Who's who der Wellness-Industrie. Zum Jubiläum trafen sich internationale Vertreterinnen und Vertreter in Kitzbühel, um die Zukunft der Branche zu formen. Lisa Jost und Christina Feilmayr, zwei Absolventinnen des Studiengangs „Gesundheitsmanagement im Tourismus", haben sich als freiwillige Mitarbeiterinnen gemeldet, um das weltweit größte Event der Wellness-Industrie mitzugestalten.

Lisa Jost hat ihr Bachelor-Studium „Gesundheitsmanagement im Tourismus" an der FH JOANNEUM absolviert. Im Anschluss daran hat sie am Studiengang Tourism and Leisure Management an der Fachhochschule Krems ihren Master gemacht. „Bereits in meinem Studium an der FH JOANNEUM in Bad Gleichenberg erfuhr ich vom Global Wellness Summit", erzählt sie. „Da dieser zum zehnjährigen Jubiläum dieses Jahr in Kitzbühel und damit zum **ersten Mal in Österreich** stattgefunden hat, musste ich mich einfach als Volontärin bewerben."

Den Teilnehmerinnen und Teilnehmern gab der Global Wellness Summit eine **Perspektive auf die Zukunft** der Wellness-Industrie. Rund 50 Vorträge von international renommierten Expertinnen und Experten wurden bei dem Kongress gehalten. Neben der Chance auf Weiterbildung bot der Global Wellness Summit auch **Vernetzungsmöglichkeiten** mit über 400 leitenden Führungskräften aus internationalen Wellness-Betrieben.

Lisa Jost war eine von vielen freiwilligen Mitarbeiterinnen, welche für die erfolgreiche Organisation des Global Wellness Summit sorgten. Keine leichte, aber dafür sehr lehrreiche Aufgabe für das Team. „Es war spannend, hinter den Kulissen der Organisation mitzuarbeiten und den genauen Ablauf eines Kongresses dieser Größe einmal kennenzulernen - man glaubt gar nicht, wie lange im Vorhinein die Organisation beginnt. An tausende Kleinigkeiten muss gedacht werden", erinnert sie sich.

Foto: Global Wellness Summit

Teamwork

Christina Feilmayr befindet sich noch mitten im Studium „Gesundheitsmanagement im Tourismus". Auch Sie ließ sich die Möglichkeit, an dieser Veranstaltung mitzuarbeiten, nicht entgehen. Besonders das herausragende **Teamwork** ist ihr in Erinnerung geblieben: „Es war von Anfang ein sehr familiäres Verhältnis. Die Organisatorinnen waren zum Teil noch jung beziehungsweise sind jung geblieben. Wir waren schnell eine gut funktionierende Einheit. Insgesamt bestand mein Team aus sechs Voluntärinnen aus Österreich, Deutschland, Tschechien, Australien und den USA. Wir waren ein **buntgemischter Haufen**, der sich immer super verstanden hat."

Foto: Global Wellness Summit

Die Früchte des Volontariats ernten

Die gute Stimmung herrschte aber nicht nur im Organisationsteam vor, der ganze Gipfel war von einer sehr **familiären Atmosphäre** geprägt. „Der gesamte Summit war sehr leger. Die Teilnehmerinnen und Teilnehmer waren sehr freundlich. Es wirkte sehr lässig, was auch an dem Veranstaltungsort Kitzbühel gelegen hat", schwärmt Christina Feilmayr. „Für viele war es das erste Mal in den Bergen und ich war schon ein bisschen stolz zu hören, wie gut die Leute über unser Land und die Tiroler Berge gesprochen haben."

Für die Mitarbeiterinnen war aber nicht nur die praktische Erfahrung lehrreich. Tourismusexpertin Lisa Jost legt die Mitarbeit an solchen Veranstaltungen allen **Studierenden aus dem Fachgebiet Tourismus** ans Herz: „Da man als Associate auch Vorträgen zuhören kann, kann ich Studierenden aus diesem Fachgebiet ein Volontariat nur empfehlen. Trotz der vielen Arbeit konnte ich den einen oder anderen inhaltlichen Gedanken für mich mitnehmen. Außerdem kann man hier auch bestens **Kontakte** zur Wellness-Industrie knüpfen und so möglicherweise sogar ein **Praktikum** oder einen **Job** ergattern."

by David Kinzer, 9. November 2016

In: Allgemein Showroom , Tags: Entrepreneurship, Gesundheit, Gesundheitsmanagement, Gesundheitsmanagement im Tourismus, Gesundheitsstudien, Tourismus

HOTELS
PASSION FOR HOSPITALITY

WORLDWIDE WEB OF WELLNESS BY ANNA BJURSTAM

Anna Bjurstam, Six Senses Spas, vice president of spas, Bangkok

The art of bathing – the revival of a lost tradition?

Facebook Tweet LinkedIn Email ShareThis
Comment Email Blog Print

(The views and opinions expressed in this blog are strictly those of the author.)

I recently held a presentation and panel at the Global Wellness Summit about bathing history, primarily in Europe, while touching upon other traditions as well, and it really dawned on me that we are entering a new bathing era in hospitality.

In Europe, we take our bathing very seriously, we love it and we are often naked. Now, the last part does not work everywhere in the world – however, from a hygienic and experience standpoint it is advisable. In fact, the work "gymnós" actually means "naked," and 300 B.C. they were places where athletes competed in the nude as a way to appreciate the male form. Just imagine how that would have been today….

Anyway, the first public baths were formed around 3,000 B.C., and we now have everything from Roman bathing to hammams and mud baths. If it is done in a natural spring, it is a jackpot.

We did not used to be so clean. In Europe we had 500 years(!) of uncleanliness, with for example France's King Louis XIV proudly proclaiming that he only bathed three times in his life. Queen Isobel I of Spain only bathed twice – when she was born and when she got married. It was seen as dangerous to bathe and that it would make us sick. We actually did not start to bathe properly until the 19th century, and it was in the early 20th century we started to bathe more regularly.

Since then both science and anecdotal evidence has shown the benefit of bathing. The health and wellness benefits are too many to list here, but improved sleep, relaxation, circulation, detoxification and anti-aging are some claimed benefits.

It is just a matter of time until the hospitality industry catches on to bathing and incorporating it in a much greater degree to its offering. It is an outstanding way to combat sleep problems, jet lag and stress. So far we have not done a great job of capitalizing on this way of achieving wellness without having the staff to perform the services.

An exception is Sweden, where generally every hotel spa has three or more bathing journeys where guests purchase a product pack with a journey, often accompanied by an Aufguss session in the sauna.

The Raison d'Etre-created brand LivNordic Spas has developed a hotel brand where every guestroom has a mini-sauna and a cold bucket shower incorporated in the shower. My prediction is that we will see much more of these kind of bathing options in in both communal and private bathing.

11/17/2016

traveller24

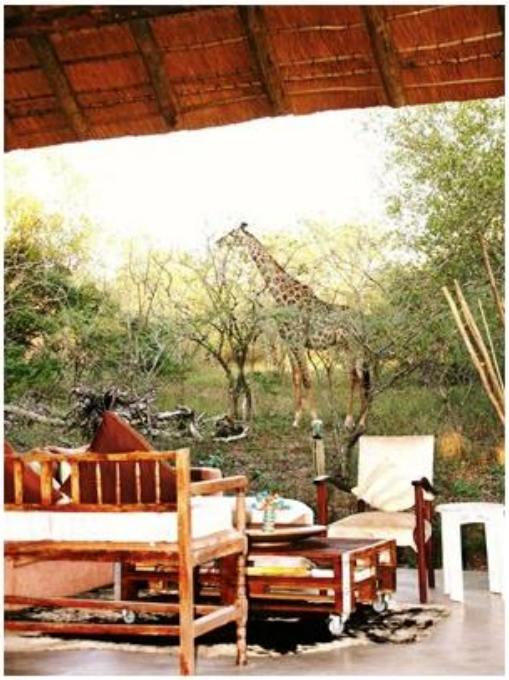
Find your escape.

Wellness travel craze suits SA's natural tourism offering all too well...

2016-11-14 19:00 - Louzel Lombard Steyn

POST A COMMENT 0

SHARE:



Cape Town - Africa's iconic tourism industry is currently a major drawcard for travellers with the new-found interest in wellness travel.

This is according to the Global Trends Report for 2016, released in London at the World Travel Market (WTM) in association with Euromonitor International.

The report states that safari holidays, one of the continent's most important segments, are increasingly including yoga, spa and meditation as part of the itinerary.

The idea of "wellness in the wilderness" also resonates with travellers seeking unique and authentic experience, resulting in a demand for spiritual travel with an adventure component.

Furthermore, the Global Wellness Summit found that in 2014, wellness travel - defined as travel with a purpose of improving health and wellbeing - was growing at 74% more than regular global travel.

Another factor on the rise in Africa's tourism is the emphasis on sustainable and reduced footprint holidays, with increasing importance placed on ensuring the benefits of tourism, are directly and indirectly shared with the local economy.

"Wellness in the wilderness combines a number of emerging travel and consumer trends, and Africa lends itself to adventure and relaxation in a natural environment which can also satisfy the demand from travellers for a sustainable and responsible experience," WTM Senior Director, Simon Press, says.

South Africa, in many ways, leads the pack with sustainable tourism.

SEE: Treading lightly: 5 SA Adventures that aid conservation

More and more African and South African establishments are being recognised for their sustainable achievement.

So much so that an incredible one-third of tourism organisations that were longlisted for the 2016 World Responsible Tourism Awards earlier this year are based on the African continent. Of these, 11 establishments are South African.

Last year, SA also outranked the US as the top global sustainable tourism destination according to Responsible Travel.

"South Africa and Kenya are embracing this trend, but we believe the entire region could benefit. The great animal migrations seen across Botswana and Tanzania could be the focus of a wellness or mindfulness travel experience," Euromonitor International, Head of Travel, Caroline Bremner says.

WTM London is the event where the travel and tourism industry conducts its business deals.

SPA IRELAND BLOG

The latest news from spa-ireland.com

Global Wellness Summit (GWS) - 01 Sep 2016

Predictions for Wellness in Europe Part 2

Last Blog, we shared with you the Top 5 predictions for Wellness in Europe as described by the smart people at the Global Wellness Summit.

Predictions 6-10 are:

6) A wave of new wellness properties and traditions - from the Baltic to the Black to the Caspian Seas - will be discovered by the world

European wellness seekers will increasingly "head east," from the New Europe stretching from the Baltic to the Black Seas, further out to the Asian Caspian Sea. This region will undergo exciting wellness resort development, opening up their fascinating, little known wellness traditions to the world. For instance, the stunning Kemeri Wellness Village & Hotel under development in Latvia (once a 19th-century bathhouse under Tsar Nikolai I, and a Soviet-era health resort with 100 doctors and 1 million treatments performed annually) is a shining example. Set in historic buildings in a National Forest, this new wellness community will include a 5-star hotel and clinic, with programs from balneotherapy to sleep to fertility.

7) First true chain of hot springs resorts will stretch across Eastern Europe

Look out for the first true chain of branded hot springs properties (a collection of wellness hotels owned by one company) to stretch from Poland in the North to Moldova in the South. These will be fantastic thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's (and countries like the Czech Republic, Hungary, Slovenia and Slovakia's) abundant natural springs and kurs, long-established medical-wellness retreats, and rich-in-culture cities.

8) Wellness will rewrite the European beauty market: “Beauty from the inside out” overtakes “hope in a jar”

The legacy global beauty culture is largely a European creation, where the focus has long been on the “cosmetic” (or external “appearance” and “artifice”). But a megatrend unfolding in Europe (as it has in the U.S. and Asia) is wellness-as-beauty…or “beauty from the inside out.” And this dramatically different philosophy and aesthetic will shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses. Because the beauty-comes-from-within argument makes the cosmetics (and purely topical skincare) argument look more like hyped “hope in a jar.”

9) High-tech beauty (devices and more aggressive procedures) finally hits Europe

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and they’re about to become one in Europe. We will see European hotel spas increasingly offer sophisticated “I-want-results-immediately” treatments using all types of cutting-edge beauty technology - which might start with a computer precisely analyzing your skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling.

10) New, important distinctions will be made between wellness, wellbeing & happiness

Shifts in language indicate shifts in thinking. If we’ve had the term” wellness,” the “quality of being healthy”, with its emphasis on proactive improvement of physical, mental, social, etc. health, since the 1970s, there has recently been a confusion, or even a supplanting, of the concept by the terms “wellbeing” and “happiness” – in Europe and globally. This has been spurred by important research that measures “happiness” (i.e., the “United Nations World Happiness Index”) and “wellbeing” (i.e., the “Gallup Healthways Well-Being Index”) in nations around the world, which captures key measurements like social support, trust in government/business, freedom – in addition to income realities and the physical health of the population.

Europe has much to teach the world about “wellness,” “well-being” and “happiness” (North European nations dominate the UN Happiness Report)as the pioneer of holistic wellness and should embrace “wellness” – staying true to the prevention mantel that will be so important for the region, and the world.

With thanks to the people at the GWS for their brainpower and vision.

THE HUFFINGTON POST

CONTRIBUTOR

Future Brain: Mind Health Trends That Might Scare You

10/20/2016 09:44 am ET

Dr. Claudia at the Global Wellness Summit

Valerie Frankel
New York Times bestseling author

This post is hosted on the Huffington Post's Contributor platform. Contributors control their own work and post freely to our site. If you need to flag this entry as abusive, send us an email.

At the 2016 Global Wellness Summit in Tyrol, Austria, this week, neuroscientist and longevity expert Claudia Aguirre, Ph.D., presented new research about the beauty of science, citing the potent salubrious effects of music and nature on the brain. I spoke with her afterwards about what kind of wellness trends we'll see in the near and distant future.

1. **A consciousness shift away from "sick care" toward "well care."** As she put it, "We have a stanch medical/pharmacological establishment, and everything else has been considered fringy. However, evidence is piling up that holistic products and therapies work. We now have proof how high tech ingredients affect the skin, and how massage and touch affects the nervous system and musculature." She anticipates holistic healers working in concert with medical doctors as a matter of course, because patients will demand it. "Expect a different kind of care than you'd get at a traditional M.D.'s office," she said. "Instead of having to go to a dermatologist and a cardiologist, you'll see one person who focus on the whole body."

2. **A focus on sleep to prevent aging-related illnesses.** "I've just published an paper about the link between sleep deprivation and brain diseases like Alzheimer's and Parkinson's," she said. "What we found is that losing sleep is not just a problem in that it doesn't feel good to be tired the next day, but that chronic deprivation is linked to dementia, inflammation, and other threats later in life. Unless we have seven or eight hours a high quality sleep, devastating age-related brain-health related diseases aren't going away."

3. **Relaxation as a health care essential.** "I've also done a lot of research on the neuroscience of relaxation, and how beneficial it is on the mind-body. There's a trend toward wellness architecture and design, how you can use music, color, light and even scents inside the home, the workplace, schools and hospitals to trigger a relaxation response on a subliminal level. We can actually measure the positive health benefits," she said.

4. **A focus on indoor air pollution**. "I've worked with Dyson on a purifier for indoor air pollution, such as cooking gases, paints, molds and mildews in shower steam. According to the World Health Organization, indoor pollution is killing more people than outdoor pollution, mainly in rural China where a large family lives in a small unit with wood and coal burning stoves. When you see incidents of people getting Alzheimer's at forty, I suspect it might be due to poor air quality in their homes."

5. **A big uptick in age-related brain disease**. Aguirre considers progressive, degenerative brain diseases as the biggest future health threat we face. "The numbers will be huge. The population of people over sixty-five in the next ten or twenty years is exploding, and we have to work fast to find solutions. We haven't solved anything yet, no major breakthroughs about how to stem the rise in Alzheimer's, dementia, Parkinson's." Our unhealthy lifestyles and diet will only make the future epidemic worst.

6. **More attention to the mind-body connection**. "I say 'mind-body' like it's one word. We used to think there was no connection between the brain and body. But thanks to the latest discovers in neuroscience, we know that's not true," she said. "The lymphatic system in the body is connected to the brain. Our immunity is flowing through both. The blood brain barrier is a leaky membrane, and as we age, it gets leakier. If you have a virus in your body, it can pass through the barrier and lead dementia." Which brings up her last point:

7. **Brain health won't be taken for granted.** "I speak at a lot of conventions, like this one, about these issues, and people say, 'What can we do?' There's a lot we can do, starting with using everything in our arsenal, from getting quality sleep, having a relaxation practice, eating well, exercising, and using color and light to boost good brain hormones. A healthy body can't help but lead to a healthy mind."

SpaCamp Blog
Gemeinsam Spa-Geschichte(n) schreiben

Wellness ist Zukunft! Rückblick auf den 10. Global Wellness Summit Kitzbühel 2016

Geschrieben von **Hildegard Dorn-Petersen** | Keine Kommentare | **Einblicke**, **Spa Management, Wirtschaft & Bildung**

Vom 17. – 19. Oktober fand in Kitzbühel in Österreich der 10. Global Wellness Summit, das führende Branchenevent rund um den Erdball, statt. Auf dem Programm standen viele spannende Vorträge sowie einige aktuelle Marktdaten, die eindrucksvoll visuell präsentiert wurden. Highlights waren Inhalte zum Thema Architektur von Morgen sowie das „Map my Future"-Konzept von Irene Forte. Aber auch der Austragungsort für 2017 wurde schon verraten.

Gruppenfoto der Sponsoren des GWS 2016. Foto: Paulina T (GWI)

Warum ausgerechnet Kitzbühel in Tirol?

Unvergesslich bleibt die Präsenz des Dalai Lama beim Treffen in New Delhi (Indien, 2013). Marrakech und Mexico City folgten 2014 und 2015 als Destinationen. Dort war es eine Sensation, dass ausgerechnet Tirol sich den begehrten Summit 2016 an Land ziehen konnte.

Eingefädelt hat den Coup *Franz Linser*. Als ehemalige Ski-Kanone ist es der Berater gewohnt, sich sportliche Ziele zu setzen und war in Begleitung von *Robert Ranzi* (Wellness Cluster Tirol) nach Mexico geflogen. Nun wurden alle Träume wahr – vom 17. – 19. Oktober 2016 fand der Global Wellness Summit zur **10-jährigen Jubiläumsveranstaltung in Kitzbühel** statt. Mit mehr als 500 Teilnehmern war der Kongress ausverkauft. Waren es die spannenden Themen oder die Attraktivität des Gastgeber-Landes, die für eine solche Rekordbeteiligung sorgten? Vermutlich beides. In jedem Fall waren sich alle Akteure vor Ort darüber klar, auf welche Herausforderung sie sich eingelassen hatten.

500 Tagungsteilnehmer – für das Kitzbühler Kongresszentrum K3 kein Problem, aber eben mal eine solche Anzahl Leute zu verköstigen, ist da schon eine ganz andere Nummer. Das hat *Signe Reisch*, Präsidentin von Kitzbühel Tourismus in ihrem Rasmushof gleich an zwei Tagen perfekt gemeistert. Auch der Auftakt beim Willkommensempfang in der Tenne war mehr als gelungen. Beim Dine-Around durch Kitzbühel haben dann auch das Sporthotel Reisch, das Hotel Kitzhof, das Hotel Schwarzer Adler und das A-ROSA Kitzbühel mit einem köstlichen Wellness-Menu ihren gastronomischen Beitrag geleistet.

Kleines Detail am Rande: auch das SpaCamp war 2013 schon mal in Kitzbühel zu Gast.

Zum 10-jährigen Jubiläum fand der Global Wellness Summit im schönen Kitzbühel statt. Foto: Paulina T (GWI)

Gemeinsamer Tenor beim Global Wellness Summit Kitzbühel: Wellness ist und bleibt ein Megatrend

Das war die Bühne – nun zu den Inhalten: **„Back to the future“** – so das zentrale Thema beim Global Wellness Summit Kitzbühel. Keynotes und Workshops schlugen den Bogen zwischen der Heilkunst und neuen medizinischen Konzepten, zwischen der Tradition der europäischen Badekultur und den Herausforderungen der Zukunft. In einem waren sich Referenten und Marktforscher einig: Wellness ist und bleibt ein Megatrend.

Die Reise in die Zukunft fährt auch weiterhin auf der Überholspur, denn der Wellness-Tourismus verspricht weiterhin gigantische Wachstumszahlen. In Kitzbühel stellte *Ophelia Yeung* erste Auszüge aus dem „2016 Global Wellness Economy Monitor“ vor, der Anfang 2017 erscheinen wird. Das Ergebnis der neuen Zahlen ist beeindruckend. Der Globale Markt im Wellness-Tourismus hat ein Volumen von 563,2 Milliarden US$ erreicht. Das ist ein Zuwachs von 14%, und damit mehr als doppelt so viel wie im klassischen Tourismus (+6,9%). „Wir konnten eine deutliche Veränderung feststellen, wie die Reisenden Wellness konsumieren“, meint *Katherine Johnston*: „Während Wellness früher eine Luxus oder ein ‚add-on‘ war, wird es nun von allen Aspekten des täglichen Lebens beeinflusst – von der Arbeitswelt bis hin zum Reiseverhalten.“

Die Marktsegmente wurden anschaulich in 10 unterschiedlich großen, bunten Bällen dargestellt. Foto: Paulina T (GWI)

Einige Zahlen & Fakten zum Wellnessmarkt

Um sowohl die Macht der Zahlen als auch die Vielfalt des Globalen Wellnessmarktes zu veranschaulichen, präsentierten die beiden Senior Researcherinnen die Marktsegmente in **10 unterschiedlich großen, bunten Bällen**. Sie symbolisieren die Umsatzzahlen aus 2015, bei denen die Ausgaben für die Schönheit immer noch an erster Stelle stehen:

Beauty & Anti Aging	US $ 999 Milliarden
Gesunde Ernährung & Abnehmen	US $ 647,8 Milliarden
Wellnesstourismus	US $ 563,2 Milliarden
Fitness & Body-Mind	US $ 542 Milliarden
Prevention	US $ 534,3 Milliarden
Komplementäre & Alternative Medizin	US $ 199 Milliarden
Wellness Lifestyle Real Estate	US $ 118,6 Milliarden
Spa Industry	US $ 98,6 Milliarden
Thermal- und andere Bäder	US $ 51 Milliarden
Workplace Wellness	US $ 43,3 Milliarden

Dem Schlusslicht – **Wellness am Arbeitsplatz** – wie auch den Wellness Communities im Segment Real Estate – prognostizieren die Experten das größte Wachstumspotenzial.

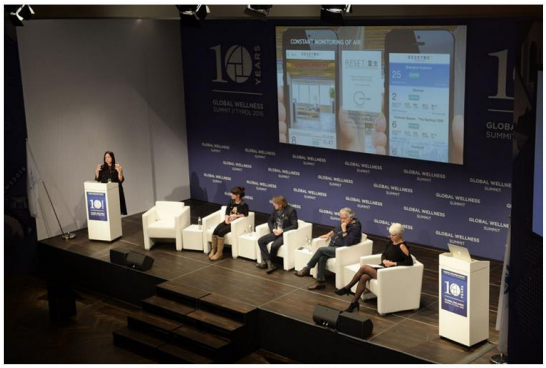
Wenn es um Erfolgsmodelle geht, spielen **Österreich und insbesondere Tirol mit aktuell rund 400 Wellnesshotels** in weltweit höchster Dichte natürlich eine ganz besondere Rolle. Hier (wie auch in Deutschland) steht die **Wiege eines ganzheitlichen Wellnesskonzeptes**. Auch wenn viele den Markt als saturiert bezeichnet haben, ist immer noch Wachstum angesagt.

Der Umsatz im Wellnesstourismus stieg von € 12 Milliarden (2013) auf € 14 Milliarden (2015). Allerdings gilt es zu berücksichtigen, dass die Motivation einer Wellnessreise davon nur einen Anteil von 8% hat. Damit liegt Österreich weltweit an 6. Stelle, in Europa auf dem 3. Rang. Der Wellnessgast zeigt sich spendabel: die Ausgaben pro Aufenthalt betrugen in 2015 € 958,-. Das ist um 56% höher als der durchschnittliche Tourist mit € 615.

Doch sollte man sich darauf nicht auszuruhen – die Zukunft bei der Entstehung neuer Lebensräume findet aktuell woanders statt. Während in den USA und in Asien nicht nur Pilotprojekte von **Wellness Communites**, sondern bereits sehr gelungene Modelle zu finden sind, sind diese hierzulande in der Minderzahl. Vielleicht liegt es daran, dass man bei uns noch seinen Nachbarn mit Namen kennt – eines der Benefits, wie sie benannt wurden. Zu den grundlegenden Anforderungen an eine Wellness Community, unabhängig von der Größe, zählen:

- Umweltbewusstsein und Nachhaltigkeit
- soziale Interaktion
- ein ganzheitliches Wellnesskonzept

Wie sieht die künftige Rolle von Wellness in Architektur und Design aus?



Über die künftige Rolle von Wellness in Architektur und Design sprach Ann Marie Aguilar von Arup (UK). Foto: Paulina T (GWI)

Es fällt schwer, unter rund 60 Vorträgen auszuwählen. Ein besonderes Highlight für mich war eine Keynote zur künftigen Rolle von **Wellness in Architektur und Design**. *Ann Marie Aguilar* von Arup (UK) führte anschaulich vor, wie man heute schon die Wirkung von Räumen auf die Nutzer in einem Soundlab prüfen kann, um Fehlplanungen zu vermeiden und wie sich möglicherweise künftig die Treatmenträume in Farbe, Temperatur und Musik genau den Bedürfnissen der Kunden anpassen. *Lars Krückenberg*, von der deutschen Architektengesellschaft GRAFT, berichtete von einer gemeinsamen Studie mit der Berliner Charité, in der gemeinsam ein positiv auf die Genesung einwirkender Raum für eine Intensivstation entwickelt wurde. Das von der Presse als Trendsetter und „Popstars der Architektur" bezeichnete Architektenteam arbeitet eng mit den Entwicklern neuer Six-Senses-Resorts zusammen – das Ergebnis sind Gebäude, die sich an die Landschaft anpassen und schon mal die Form von Dünen annehmen.

„Map My Future"

Irene Forte sprach über ihre App "Map My Future". Foto: Paulina T (GWI)

Sehr erfrischend war auch die die Präsentation der Tochter von Sir Rocco Forte, *Irene Forte*, zum Topic Millenials beim Global Wellness Summit Kitzbühel. Sie ist das lebende Bild dieser Generation und hat es geschafft, viel von ihrem aktiven und gesunden Lebensstil und dem ihrer Freunde direkt in die Häuser der Hotelgruppe zu integrieren. Rasch hat sie festgestellt, dass es kaum Cityhotels mit einem überzeugenden Spa-Konzept gibt. Seit Januar 2016 wird deshalb ihr eigenes in allen Hotels umgesetzt, das auf vier Säulen basiert: Rocco Forte Rituals mit Signature Treatments und einer eigenen Produktlinie, Rocco Forte Fitness, u.a. mit eigens entwickelten Sightseeing-Karten für Jogger und Yoga Kurse auf der Dachterrasse des Berliner Hauses, Rocco Forte Nutrition mit gesunder Ernährung sowie Rocco Forte Mind.

Einen Volltreffer hat sie mit einer eigenen Mitarbeiter-Career-App "Map My Future" gelandet. Aus der Motivation, Millenials als Mitarbeiter zu gewinnen, hat sie eine eigene **App zur interaktiven Kommunikation mit den Teammitgliedern** entwickelt. Die können hier kleine Schulungsprogramme abrufen und Verbesserungsvorschläge machen. Wenn man die rasante Entwicklung der Digitalisierung sieht, hat Irene Forte sicherlich recht mit ihrer Feststellung, dass die Hospitality Industry in der Nutzung technologischer Möglichkeiten noch unglaublich hinter anderen Branchen hinterherhinkt.

Auch sportliche Aktivitäten kamen beim Global Wellness Summit Kitzbühel nicht zu kurz. Foto: Paulina T (GWI)

Global Wellness Day & Global Wellness Summit 2017

Einen Kick zum gesunden Lebensstil ganz besonderer Art hat die 40-jährige, türkische Hotel- und Spabetreiberin *Belgin Aksoy* ersonnen und 2015 unter dem Motto „Ein Tag kann Ihr ganzes Leben ändern" zum Global Wellness Day aufgerufen. Die Resonanz war überwältigend: Am 2. Global Wellness Day 2016 haben sich **bereits 90 Länder beteiligt** – das war dem Board des GWS eine besondere Auszeichnung wert. Schon heute vormerken: der nächste findet am **10. Juli 2017** statt.

Ein weiteres „Save the Date" gilt dem nächsten **Global Wellness Summit, der vom 9. – 11. Oktober 2017 in Florida (USA)** im legendären „The Breakers" am Strand von Palm Beach stattfinden wird. Die 1896 begründete Hotellegende beschäftigt 2.000 Mitarbeiter und ist das einzige Luxushotel in den USA, welches sich noch in Händen der ursprünglichen Eigentümerfamilie befindet.

spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

07 Nov 2016

Strong focus on mental wellness at 2016 GWS

BY KATIE BARNES

Tweet Share G+1 Pin it Share 6

Psychologist and public health academic Dr Gerry Bodeker said now is the time for spas to focus on mental wellness

Mental wellness was an underlying focus for this year's Global Wellness Summit, with several speakers addressing the topic from different perspectives and looking at what the spa industry can do to address the issue.

Jan-Emmanuel De Neve, associate professor of economics and strategy at Oxford University's Saïd Business School, outlined how governments and financial bodies are waking up to the value of people's happiness and mental wellbeing.

This was echoed by economist Theirry Malleret, who foresees a time when "wellness will become mandatory" for countries and policy makers.

Based on the UN-endorsed 2016 World Happiness Report, of which De Neve is the co-editor, delegates heard how happy employees are 7-12 per cent more productive, and that people who are the happiest at age 16, 18 and 22 will earn about US$3,000 more per year than the national average when they reach 30.

The happiest countries in the world are Denmark and Switzerland, said De Neve, but we should be mindful of the countries that are not so content or have experienced losses in growth, such as Greece.

"It's in times of crisis and losses that the wellness industry has the most to do and ought to be most active, as that's when people can benefit from it the most," he explained.

Similarly, De Neve said there's an argument for the wellness industry to focus on adolescents "who are falling behind in terms of wellbeing and mental wellness" as they're likely to earn up to US$10,000 (€9,043, £8,065) less than the national average when they grow up.

Psychologist and public health academic Dr Gerry Bodeker said that with the World Health Organization flagging up mental health as one of its top priorities in the next decade, now is the time for spas to get in on the act, as the many mental, nutritional and physical modalities they offer are already proven to have physiological and neurological benefits.

"They [the modalities] really make the case for a mental wellness category pathway that's distinct from what's been seen as the world of mental health in the past," explained Bodeker. "It's time to stick a flag in the ground and say not only do we care about this, but that we're already doing something about it."

Spas that will really succeed in this arena, he added, will prioritise regular visits, research, and post-visit follow ups and consultations.

Other speakers shared their different perspectives on how to achieve mental wellness.

Dieter Mueller-Elmau, owner of Germany's iconic Schloss Elmau Luxury Spa & Cultural Hideaway, talked about creating mental wellness by converging music, literature, poetry and spa.

Meanwhile, in a rare appearance, Olympic ski champion Stephan Eberharter motivated delegates with his vision of mental toughness – based on 'the fun factor', setting goals and passion – before accompanying them for an afternoon of mountain outdoor activities.

And Jeremy McCarthy, group director of spa & wellness for Mandarin Oriental Hotel Group and author of The Psychology of Spas & Wellbeing, received the first-ever Debra Simon Award for Leader in Furthering Mental Wellness for his work in bringing the power of positive psychology to the spa industry.

spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

07 Nov 2016

Global Wellness Summit peaks with Olympic keynote

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 0

Global Wellness Summit delegates had the opportunity to meet with Stephan Eberharter at the top of Hahnenkamm Mountain

Delegates at this year's Global Wellness Summit in Tyrol, Austria last month were treated to a different format, wherein after a keynote address by Olympic ski champion Stephan Eberharter, all 500 attendees put on their parkas and headed to the ski lift, which took them to the summit of nearby Hahnenkamm Mountain.

Eberharter's keynote focused on how to "think like a winner" by cultivating mental toughness, why the "fun factor" needs to be a key element in professional motivation, and why resilience and openness to change is the path to success.

Hahnenkamm is home to the most challenging downhill slope on the circuit, where Eberharter flew to one of the most impressive victories in skiing history: destroying the course record in 2004, with a perfect 80-mile-per-hour ride.

At the top of the mountain, delegates enjoyed a traditional Austrian lunch with a view across the misty Alps, and were also able to experience Alpine wellness first-hand.

Mountain biking, hiking, paragliding and Segway rides were all available, and guests had the opportunity to meet with and talk to Eberharter.

PROFESSIONAL beauty

Global spa market worth £81bn and forecast to reach £85.4bn by 2020

Oct 17, 2016 By Eve Oxberry

Like Share 0 Tweet Pin it Share

The global wellness industry grew 10.6% in the last two years to become a $3.72 trillion (£3.06 trillion) market in 2015, according to new research.

Within that, the spa market grew 2.3% to $98.6bn (£81bn) and is forecast to grow by a further 6% by 2020.

The data was released today by the Global Wellness Institute (GWI) as part of the Global Wellness Summit 2016 taking place in Austria.

The GWI defines the wellness industry as encompassing 10 individual sectors, of which the fastest growing between 2013 and 2015 were: preventative and personalised medicine and public health (+23.5%), fitness (+21.4%), wellness lifestyle real estate (+18.6%), wellness tourism (+14%), and nutrition and weight loss (+12.8%).

The other five sectors analysed were: beauty and anti-ageing, complementary and alternative medicine, spa, thermal and mineral springs, and workplace wellness.

The spa economy grew to become a $98.6bn (£81bn) market in 2015, according to the report. Spa facility revenues were worth $77.6bn (£63.8bn) globally, while the revenue from education, consulting, associations, media, and event sectors that enable spa businesses was worth $21bn (£17.2bn).

The number of spa locations increased from 105,591 in 2013 to 121,595 in 2015. Since 2013, the industry has added 16,000 spas, more than 230,000 workers (to reach 2.1 million), and $3.5bn (£2.9bn) in revenue.

The researchers said that the modest 2.3% annual revenue growth rate (2013-2015) was largely due to the US dollar currency conversion from large spa markets across Europe and Asia. If global spa facility revenues are converted to the Euro, the market actually grew 25%, from €56bn (£50.6bn) to €70.1bn (£63.4bn).

Looking forward, GWI forecast that the spa market would grow a further 6% by 2020, to be worth $103.9bn (£85.4bn).

GWI senior research fellow Katherine Johnston said: "A profound shift in the way people consume wellness is underway: once a luxury or 'add-on', it's now being infused into every aspect of daily life – from how people work to how they travel. And the spend on proactive healthy choices – on wellness - will continue to comprise a greater percentage of massive multi-trillion industries, whether real estate, food and beverage, or travel."

Beauty and anti-ageing was the only one of the 10 sectors that declined slightly, from $1.02 trillion (£838bn) in 2013 to $999bn (£821bn) in 2015.

The full report, the 2016 Global Wellness Economy Monitor, with data on regional and national wellness markets, will be released in early 2017.

spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

02 Nov 2016

Isvan: Scaleable integrative wellness is the industry's new challenge

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 5

Omer Isvan, president of international investment consultancy Servotel, spoke at the Global Wellness Summit in Tyrol, Austria, last week

Investors are looking for an "institutionalised system" when it comes to spas, according to Omer Isvan, president of international investment consultancy Servotel.

Isvan spoke at a session at the Global Wellness Summit in Tyrol, Austria last week, and said while many hotel operators don't understand wellness well enough, they recognise that it is a trend – and an element they should have in their properties.

"Spas have brought a new segmentation into the hotel, changed the average length of stay and spend of a person, and secured repeat customers," said Isvan. "I've seen hotels very often carried by a loss-making spa, and if I took that spa out of the hotel, the hotel would collapse."

Isvan said investors are looking for "more than just a spa that delivers the feel-good factor" – they've recognised the growing consumer need for integrative wellness/medicine and transformational experiences, and are ready and waiting to put money into integrative wellness destinations.

"(Investors) have the cash – we have the intent," he said. "There's no shortage of land, labour and capital to put it together. But we have a shortage of know how.

"There's a depth of knowledge [about wellness operations] in this room but no one has packaged this up into a pill that an investor can swallow," he continued. "In the hospitality industry, you can buy a 'hotel management package' from the likes of Hilton. There's a huge supermarket where you can buy brands, management, distribution, marketing and sales, recognition and PR. But this has not happened with integrative medicine and wellness and that's where the big gap is today."

Isvan said that scaleable integrative wellness is where the money is, and that he hopes for an ethos that can be transported from country to country, adapt itself, and still maintain a set of standards that is recognised by both consumers and investors.

"It has happened with spas, but not with integrative wellness," he said. "The investment is there, the capital is there, the desire is there....(But) we as an industry have not been able to replicate and create a scalable version of integrative wellness. This is our new challenge."

Read more *Spa Business* reports on this topic in our Spa Foresight™.

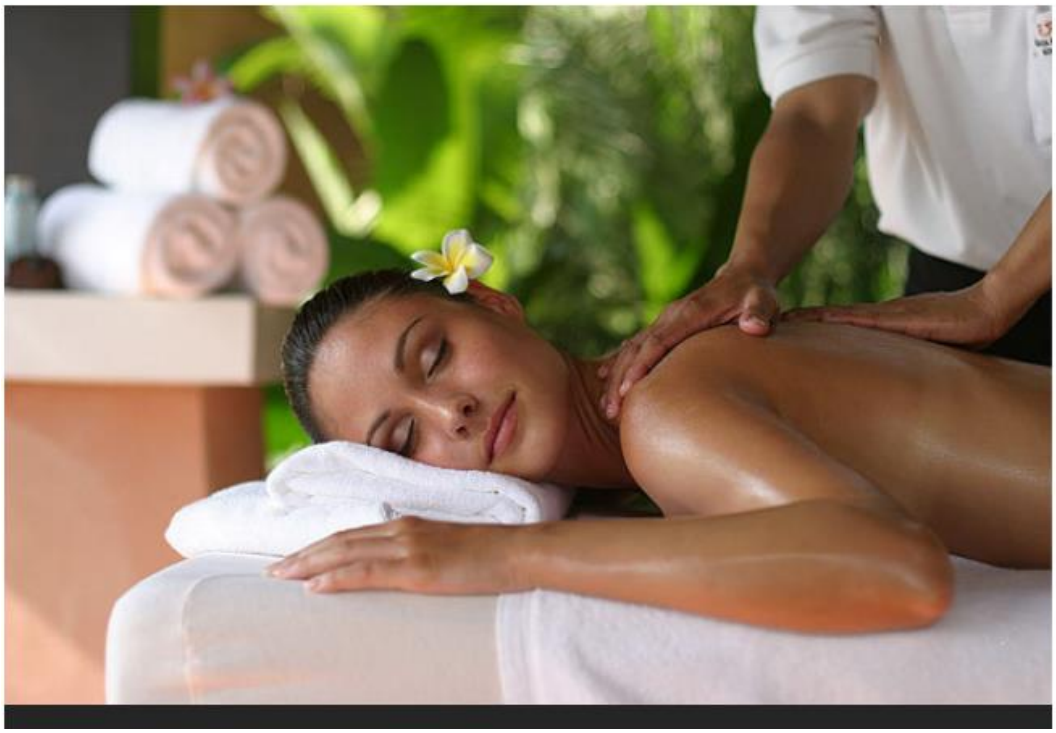
TravelDailyNews International .com

Daily travel & tourism news portal for the international travel trade market since 1999

Wellness now a $3.72 trillion global industry – with 10.6% growth from 2013-2015

Angelos Restanis / 21 Oct 2016 09:40 5065

Among the ten wellness markets analyzed, the fastest growing from 2013-2015 were: 1) Preventative/Personalized Medicine & Public Health (+23.5%), 2) Fitness & Mind-Body (+21.4%), 3) Wellness Lifestyle Real Estate (+18.6%), 4) Wellness Tourism (+14%), and 5) Healthy Eating, Nutrition & Weight Loss (+12.8%).



KITZBUHEL, AUSTRIA – The global wellness industry grew 10.6% in the last two years, from a $3.36 trillion market in 2013 to $3.72 trillion in 2015, according to research released by the **Global Wellness Institute** (GWI). This new data on the ten markets that comprise the global wellness "cluster" provides fresh evidence that wellness is one of the world's largest, fastest growing, and most resilient markets.

Economic context:

- From 2013-2015, the global wellness sector registered double-digit growth, while the global economy/GDP shrank by -3.6%* - a "growth gap" of nearly 15%.
- The wellness industry now represents 5.1% of global economic output.
- Wellness expenditures are now nearly half as large as total global health expenditures ($7.6 trillion).

Among the ten wellness markets analyzed, the fastest growing from 2013-2015 were: 1) Preventative/Personalized Medicine & Public Health (+23.5%), 2) Fitness & Mind-Body (+21.4%), 3) Wellness Lifestyle Real Estate (+18.6%), 4) Wellness Tourism (+14%), and 5) Healthy Eating, Nutrition & Weight Loss (+12.8%).

These topline numbers were released today at the *10th annual Global Wellness Summit* being held in Kitzbuhel, Austria, which has attracted 500 industry leaders from 45 nations. The in-depth report, the 2016 Global Wellness Economy Monitor, with detailed data on regional and national wellness markets, will be released in early 2017.

"Recent years have been marked by global economic contraction and disruptive geopolitical events, but a 'wellness economy' just keeps rising, with an upward trajectory that seems unstoppable," said **Ophelia Yeung**, Senior Research Fellow, GWI. *"And we predict that consumers, governments and employers will continue to spend big on wellness because of these megatrends: an emerging global middle class, a rapidly aging world population, a chronic disease and stress epidemic, the failure of the 'sick-care' medical model (resulting in uncontrollable healthcare costs), and a growing subset of (more affluent, educated) consumers seeking experiences rooted in meaning, purpose, authenticity and nature."*

Global Wellness Markets - 2013-2015
Note: Growth percentages are conservative, as revenues are reported in U.S. dollars, which appreciated significantly from 2013-2015 against the currencies of major wellness markets, including the Euro, Russian Ruble, Canadian Dollar, Japanese Yen, Indian Rupee and Brazilian Real.

2013 revenues - 2015 revenues

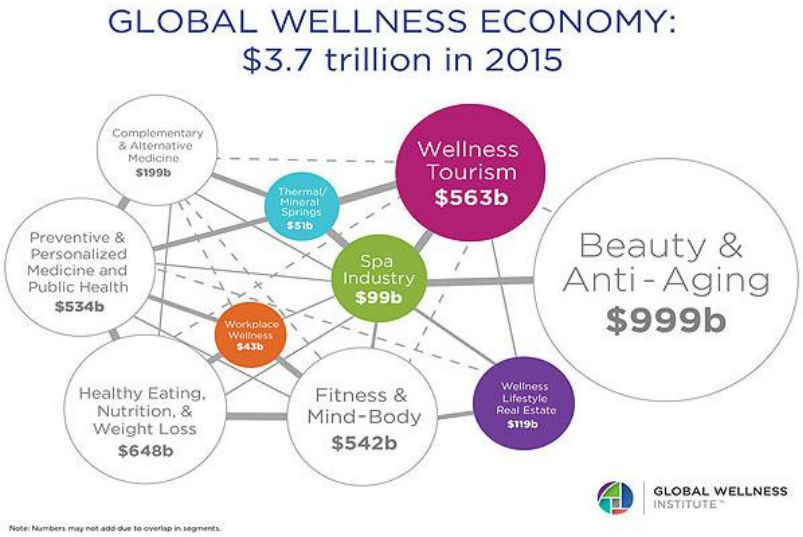
- Beauty and Anti-Aging: $1.02 trillion - $999 billion
- Healthy Eating, Nutrition & Weight Loss: $574.2 billion - $647.8 billion
- Wellness Tourism: $494.1 billion - $563.2 billion
- Fitness & Mind-Body: $446.4 billion - $542 billion
- Preventative & Personalized Medicine & Public Health: $432.7 billion - $534.3 billion
- Complementary & Alternative Medicine: $186.7 billion - $199 billion
- Wellness Lifestyle Real Estate: $100 billion - $118.6 billion
- Spa Industry: $94 billion - $98.6 billion
- Thermal/Mineral Springs Facilities: $50 billion - $51 billion
- Workplace Wellness: $40.7 billion - $43.3 billion

Spotlight on 5 Markets (Original GWI Data)

- Wellness Tourism: From 2013-2015, wellness tourism revenues grew 14%, more than twice as fast overall tourism expenditures (6.9%). World travelers made 691 million wellness trips in 2015, 104.4 million more than in 2013. Wellness tourism now accounts for 15.6% of total tourism revenues - nearing 1 in 6 of total "tourist dollars" spent. That's, in part, because wellness travelers spend much more per trip: international wellness tourists spend 61% more ($1,613/trip) than the average international tourist, and the premium for domestic wellness travelers is even higher: $654 per trip, 164% higher than the typical domestic tourist. Wellness tourism is responsible for 17.9 million jobs worldwide.

- Spa Industry: The spa economy, including spa facility revenues ($77.6 billion), and also education, consulting, associations, media, and event sectors that enable spa businesses ($21 billion), grew to $98.6 billion market in 2015. Spa locations jumped from 105,591 in 2013 to 121,595 in 2015. Since 2013, the industry has added 16,000 spas, more than 230,000 workers (to reach 2.1 million), and $3.5 billion in revenue. The modest 2.3% annual revenue growth rate (2013-2015) is largely due to the U.S. dollar currency conversion from large spa markets across Europe and Asia. If global spa facility revenues are converted to the Euro, the market actually grew a robust 25%: from €56 billion to 70.1 billion euros.
- Thermal & Mineral Springs: The number of revenue-earning thermal/mineral springs properties grew from 26,847 in 2013 to 27,507 in 2015 – a gain of 660 facilities across 109 countries. These businesses earned $51 billion in 2015, up 2% from 2013. While this gain looks modest, GWI research finds rapidly rising consumer interest in springs-based activities – and 2015 revenues are heavily impacted by the depreciation of European currencies against the dollar, as Europe represents 39% of industry revenues.
- Workplace Wellness: As the cost of unwell workers skyrockets (reaching 10-15% of global economic output), employers are spending more on employee wellness each year. The global industry grew 6.4% from 2013-2015, to $43.3 billion. But two-thirds of that spend is concentrated in North America ($16.2 billion) and Europe ($16.1 billion). And the GWI estimates that with only 9.5% of today's workforce covered by a workplace wellness program, this remains a wellness market with some of the largest growth opportunity.
- Wellness Lifestyle Real Estate: The market for residential, hospitality, and mixed-used real estate that incorporates wellness elements (i.e., human, social and environmental health) into its design, construction, amenities and services, was one of the fastest-growing wellness sectors from 2013-2015: growing 19% to $118.6 billion.

Wellness Market Forecast 2020



"A profound shift in the way people consume wellness is underway: once a luxury or 'add-on', it's now being infused into every aspect of daily life – from how people work to how they travel," noted **Katherine Johnston**, Senior Research Fellow, GWI. *"And the spend on proactive healthy choices – on wellness - will continue to comprise a greater percentage of massive multi-trillion industries, whether real estate, food and beverage, or travel."*

The 2016 Global Wellness Economy Monitor was underwritten with support from the following industry leaders: **Spafinder Wellness, Biologique Recherche, Universal Companies, Elemis, HydraFacial, Miraval, Performance Health, The BodyHoliday, Treatwell** and **Two Bunch Palms**.

travelmarket report
Voice of the Travel Professional

On The Bucket List: Travel With A Healthy Twist

by Anne Dimon / October 28, 2016

The global wellness industry is "one of the world's fastest-growing, most resilient markets, clocking double-digit growth while the global economy shrank by 3.6%," reports a new study released at last week's Global Wellness Summit in Austria. And where there are consumers ready to buy, there are suppliers ready to sell.

The study, by the Global Wellness Institute (GWI), found that Wellness Tourism saw a revenue growth rate of 14% between 2013 and 2015—and now accounts for 15.6% of total tourism revenues—"nearing one in six of total 'tourist dollars' spent.' " Wellness tourists spend 61% more than the average international tourist, and generates close to 18 million jobs worldwide.

Beth Mcgroarty, research director of the Global Wellness Institute, said spa-focused travel accounts for 41% of the market, with the rest coming from fitness activities, yoga and lifestyle retreats, thermal baths and hot springs, stays at healthy hotels and the purchase of healthy food.

Mega-trends behind the growth

GWI senior research fellow Ophelia Yeung predicted that consumers, governments and employers will continue to spend big on wellness because of a series of megatrends: an emerging global middle class, a rapidly aging world population, a chronic disease and stress epidemic, the failure of the "sick-care" medical model, and the growth of more affluent and educated consumers seeking experiences rooted in meaning, purpose, authenticity and nature.

All of the above bode well for the wellness tourism industry, as consumers who incorporate wellness into their daily lives increasingly look to include elements of that lifestyle in their business and leisure travels.

Industry suppliers are responding to the demand with a stream of new wellness-themed products and services.

Here's a sampling of some recent initiatives:

The InterContinental Hotels Group (IHG) has outlined plans to establish a portfolio of its wellness-focused brand, EVEN Hotels, in Australia and New Zealand. And, closer to home, the 190-room EVEN Hotel Miami Airport is scheduled to open in the first quarter of 2018.

On October 5 Swissôtel unveiled its first dedicated Swissôtel Vitality Room at the Swissôtel Zurich. An extension of the hotel brands' well-established Vitality Programme, the new room format includes a Fitness Wall, energizing Vitality snacks and beverages, and lighting and scent options that soothe or revitalize in accordance with guest needs. The plan is to roll it out to other Swissotels properties around the world, said FRHI Hotels & Resorts spokesman Mike Taylor.

The Jamaica Tourist Board is sponsoring two fitness-themed trips this November. Spinning Escape Jamaica will take place at Couples Swept Away in Negril on November 4-6, and the Jamaica Fit Trip is scheduled for November 6-9 at Royalton White Sands in Montego Bay. Both events will bring fitness trainers and enthusiasts to Jamaica to enjoy the island's beautiful beaches, culture, music, food and people—all while working up a sweat.

The new Spa Social program, launched in October at the Agua Spa at the Mondrian London, invites friends and dating couples to socialize over glasses of Prosecco or herbal tea while enjoying the bathhouse and spa facilities. The program is only offered during specific hours on select dates of each month.

Travel AND Tour™ WORLD

Global wellness-tourism industry grows 14% over the last two years

Published on : Friday, October 21, 2016

Indicating more good news for luxury tourism is the fact that global wellness-tourism industry has grown 14% over the last two years, more than twice as fast as overall tourism.

This is in accordance with the initial results of the 2016 Global Wellness Economy Monitor which were unveiled at the group's 10th annual Global Wellness Summit, held in Tyrol, Austria. The full report won't be released until next year.

According to a press release from the GWI, wellness tourism revenue grew from $494.1 billion in 2013 to $563.2 billion in 2015, or 14%, compared to 6.9% growth in overall tourism. The world travelers made 691 million wellness trips in 2015, 104.4 million more than in 2013. With this wellness tourism now accounts for 15.6% of total tourism revenues, nearly one of every six dollars tourists spent.

Wellness tourists also spent 61% more per trip with the spending by domestic wellness travelers being 164% higher than the typical domestic tourist, GWI said.

In addition to wellness tourism, the group reported the global wellness industry in general grew 10.6%, from $3.36 billion in 2013 to $3.72 billion in 2015.

Among the 10 wellness markets analyzed, tourism came in as the fourth fastest growing, behind preventive and personalized medicine, which grew 23.5%; fitness and mind and body, which was up 21.4%; and wellness-lifestyle real estate, at 18.6%.

"A profound shift in the way people consume wellness is underway: once a luxury or add-on, it's now being infused into every aspect of daily life, from how people work to how they travel," said Katherine Johnston, senior research fellow at GWI.

MICE BTN
meetings,incentives, conventions, & business tourism news

Wellness industry in growth mode

Health & Leisure
Monday, 17 October 2016 22:48

The global wellness industry grew 10.6 per cent in the last two years, from a US$3.36 trillion market in 2013 to US$3.72 trillion in 2015, according to new research released by the Global Wellness Institute (GWI).

This data on the 10 markets that comprise the global wellness "cluster" confirms wellness as one of the world's "largest, fastest growing, and most resilient markets".

The data was presented at the 10th Global Wellness Summit in Austria – and a report - the 2016 Global Wellness Economy Monitor, will be released in early 2017.

Key findings released at the Summit include:
* The wellness industry grew 10.6 per cent in the last two years: from a $3.36 trillion market in 2013 to $3.72 trillion in 2015. Over the same years that the global economy/GDP shrank by -3.6 per cent.

* The wellness industry now represents 5.1 per cent of global economic output.

* Global wellness expenditures are now roughly half as large as total global health expenditures ($7.6 trillion).

* Among the 10 wellness markets studied, the fastest growing from 2013-2015 were:
1) Preventative/Personalised Medicine & Public Health (+23.5 per cent)
2) Fitness & Mind-Body (+21.4 per cent)
3) Wellness Lifestyle Real Estate (+18.6 per cent)
4) Wellness Tourism (+14 per cent), and
5) Healthy Eating, Nutrition and Weight Loss (+12.8 per cent).

* The researchers said wellness tourism was the number one projected growth leader - with 7.5 per cent annual growth expected.

Wellness industry in growth mode

Health & Leisure

Monday, 17 October 2016 22:48

The global wellness industry grew 10.6 per cent in the last two years, from a US$3.36 trillion market in 2013 to US$3.72 trillion in 2015, according to new research released by the Global Wellness Institute (GWI).

This data on the 10 markets that comprise the global wellness "cluster" confirms wellness as one of the world's "largest, fastest growing, and most resilient markets".

The data was presented at the 10th Global Wellness Summit in Austria – and a report - the 2016 Global Wellness Economy Monitor, will be released in early 2017.

Key findings released at the Summit include:

* The wellness industry grew 10.6 per cent in the last two years: from a $3.36 trillion market in 2013 to $3.72 trillion in 2015. Over the same years that the global economy/GDP shrank by -3.6 per cent.

* The wellness industry now represents 5.1 per cent of global economic output.

* Global wellness expenditures are now roughly half as large as total global health expenditures ($7.6 trillion).

* Among the 10 wellness markets studied, the fastest growing from 2013-2015 were:

1) Preventative/Personalised Medicine & Public Health (+23.5 per cent)
2) Fitness & Mind-Body (+21.4 per cent)
3) Wellness Lifestyle Real Estate (+18.6 per cent)
4) Wellness Tourism (+14 per cent), and
5) Healthy Eating, Nutrition and Weight Loss (+12.8 per cent).

* The researchers said wellness tourism was the number one projected growth leader - with 7.5 per cent annual growth expected.

“Recent years have been marked by global economic contraction and disruptive geopolitical events, but the ‘wellness economy’ just keeps rising, with an upward trajectory that seems unstoppable,” said Ophelia Yeung, senior researcher GWI. “Consumers, governments and employers will continue to spend big on wellness because of these mega-trends: An emerging global middle class, a rapidly ageing world population, a chronic disease and stress epidemic, the failure of the ‘sick-care’ medical model (resulting in uncontrollable healthcare costs), and a growing subset of (more affluent, educated) consumers seeking experiences rooted in meaning, purpose, authenticity and nature.”

Wellness Tourism: From 2013-2015 wellness tourism revenues grew 14 per cent, more than twice as fast overall tourism expenditures (6.9 per cent). World travellers made 691 million wellness trips in 2015,104.4 million more than in 2013. Wellness tourism now accounts for 15.6 per cent of total tourism revenues - nearing one in six of total tourist dollars spent. That’s in part because wellness travellers spend much more per trip: international wellness tourists spend 61 per cent more ($1,613/trip) than the average international tourist, and the premium for domestic wellness travellers is even higher: $654 per trip, 164 per cent higher than the typical domestic tourist. Wellness tourism is responsible for 17.9 million jobs worldwide.

Spa Industry: The spa economy, including spa facility revenues ($77.6 billion), and also education, consulting, associations, media, and event sectors that enable spa businesses ($21 billion), grew to $98.6 billion market in 2015. Spa locations jumped from 105,591 in 2013 to 121,595 in 2015. Since 2013, the industry has added 16,000 spas, more than 230,000 workers (to reach 2.1 million), and $3.5 billion in revenue. The modest 2.3% annual revenue growth rate (2013-2015) is largely due to the U.S. dollar currency conversion from large spa markets across Europe and Asia. If global spa facility revenues are converted to the Euro, the market actually grew a robust 25 per cent: from EUR56 billion to EUR70.1 billion.

“A profound shift in the way people consume wellness is under way: once a luxury or ‘add-on’, it’s now being infused into every aspect of daily life – from how people work to how they travel,” said Katherine Johnston, senior researcher, GWI. “And the spend on proactive healthy choices – on wellness - will continue to comprise a greater percentage of massive multi-trillion industries, whether real estate, food and beverage, or travel.”

Where the talent is...
leisureopportunities

17 Oct 2016

Global Wellness Institute says global wellness economy is worth US$3.7 trillion

BY LIZ TERRY

Tweet Share G+1 Pin it Share 0

Ophelia Yeung and Katherine Johnson identified 10 areas of the global spa economy and had the relative value of these represented by different sized balls, held by industry representatives

photo: Jane Kitchen

Researchers Ophelia Yeung and Katherine Johnson, from the Global Wellness Institute (GWI), revealed the results of their latest research on the global wellness economy at the Global Wellness Summit this morning (17 October 2016).

They found the total value is US$3.7trillion. This represents five per cent of the global economy and half of all health expenditure.

In arriving at this figure, Yeung and Johnson included data on " ten industries which enable consumers to pursue their own wellness lifestyle," including spa, health and fitness, alternative and complementary medicine and beauty (full list below).

They found that between 2013 and 2015, the global wellness economy grew by over 10 per cent, while by comparison, the overall global economy shrank by 2 per cent.

They citied a number of reasons for this success. Firstly the growth in the middle classes who have more money to spend on lifestyle. Secondly growth in chronic disease and thirdly, ageing populations which mean we're spending more on healthier lifestyles and prevention.

They said there will be a growing need for people to experience a stronger connection to nature, communities, other people and things which are authentic - deepening what wellness means.

Yeung and Johnson believe the wellness economy and wellness sectors will grow faster than global GDP and that their growth trajectories will outstay global growth cycles and geo-political disruptions.

They said "We predict a major shift in how people think about wellness – from discretionary to something we integrate into the core parts of our life."

They predicted that major growth areas for these industries will be the workplace and the home, saying "For many people, it's our work and home environments that are making us feel unhealthy."

Workplace wellness was found to be a US$43bn market, with huge growth potential, as only 10 per cent of employees are currently receiving support (US$142 per person is currently being spent on wellness). Yeung and Johnson said 10-15 per cent of GDP is lost each year through unwell and disengaged employees.

The numbers break down as follows:

GLOBAL SPA ECONOMY 2016
From Global Wellness Institute

SPA
Value US$99bn
Number of spas 121,595
Number of jobs generated 2.2million

WELLNESS TOURISM
Value US$563 billion
Number of trips 691m (1m more than 2014)
Number of jobs generated 17.9m

THERMAL SPA
Value US$51bn
Number of thermal spas 27,507
Number of jobs generated 1.4m

THERMAL MINERAL SPAS
Value US$51bn
Number of mineral spas 27,570

WORKPLACE WELLNESS
Value US$43bn

WELLNESS LIFESTYLE REAL ESTATE
Value US$119bn

COMPLEMENTARY AND ALTERNATIVE MEDICINE
Value US$199m

FITNESS AND MIND BODY INDUSTRY
Value US$542bn

PREVENTATIVE AND PERSONALISED MEDICINE
Value US$534bn

HEALTH, EATING, NUTRITION AND WEIGHT LOSS
Value US$648bn

BEAUTY AND ANTI AGEING
Value US$999bn

TOTAL US$3.7trillion

THE HUFFINGTON POST

THE BLOG

Global Wellness Summit: U.S. Election Makes The World Feel Sick

10/18/2016 09:04 am ET

Valerie Frankel
NYT bestselling author, travel junkie

During the first day of the Global Wellness Summit (touted as "the Davos of Wellness") in Kitzbuhel, Austria, there was a lot of talk about the importance of going "Back to the Future," the theme of this year's gathering of some 500 CEO-level beauty and fitness purveyors, spa owners, healers, and doctors from 45 countries. Keynote speeches and panels wrestled with the duality of embracing the fast-paced modern lifestyle of constant connection with needing to unplug, be in nature, and slow down. Striking that balance between technology and the mind-heart-soul is the key to well being (many of the experts here are loathe to say "wellness"; when asked why he hates the word, legendary founder of Baden-Baden's Brenner's Park Hotel Spa Richard Schmitz said, "For one thing, it's not proper English").

Among the fuzzy talk about swapping "to do" lists for "to be" lists and "lifespan" for "healthspan," there is hard economic research about the growing wellness industry, and a vibrant discussion about why it's booming.

American economists Katherine Johnston and Ophelia Yeung, both senior research fellows for the Global Wellness Institute, a Miami-based think-tank, presented data from their report the 2016 Global Wellness Economic Monitor:

· $3.72 trillion spend in 2015 worldwide on wellness. To put that number in perspective, wellness accounts for 5.1 percent of global economic output. It far outpacing global GDP growth, and is nearly half of all health expenditures.

A breakdown, by category:

· $999 billion on beauty and anti-aging

· $647.8 billion on healthy eating, nutrition and weight loss

· $563.2 billion on wellness tourism

- $542 billion on fitness and mind-body work
- $534.3 billion on preventative and personalized medicine
- $199 billion on complementary and alternative medicine
- $118.6 billion on wellness lifestyle real estate
- $98.6 billion on spas treatments
- $51 billion on thermal/mineral springs facilities
- $43.3 billion on workplace wellness

"The wellness economy just keeps rising, with an upward trajectory that seems unstoppable," said Yeung. She cited "megatrends" such as a rapidly aging world population, chronic disease, a shift from the "sick-care" medical model to preventative care—and the stress epidemic caused by lingering effects of the recession and upsetting geopolitical events.

Johnston and Yeung's data was collected over the past year, and they believe there is a connection between the stress of the presidential election and the increases in feel-good spending. When the news is awful and politics are disruptive and disheartening, people do what they can to feel better. "As a researcher, we say that more anxiety in the world translates into more people seeking out wellness trips," said Yeung.

"There's a lot of anxiety going on, due to terrorism, Brexit, Trump," said Johnston. "People have legitimate fears. Travel is an escape, a getaway. So if you feel a lot of stress from those things, part of your motivation for needing a getaway is getting away from that." She believes there's a real shift in consciousness. "People are asking ourselves, how do we interact with the world, what matters, how we think about things and do things that make us feel better, whether it's health or travel."

So the bad news is that, worldwide, anxiety and stress are making people feel sick and disgusted. The good news, especially for those who profit from and work in the wellness industry, is that people have an outlet to make themselves feel better.

BECKER'S
Hospital Review

Global wellness industry grew 10.6% in the last 2 years

Written by Kelly Gooch | October 17, 2016 | Print | Email

The global wellness industry grew from a $3.36 trillion market in 2013 to $3.72 trillion in 2015, according to research released Monday by the Global Wellness Institute.

The findings were recently presented at the Global Wellness Summit in Kitzbühel, Austria — and the in-depth report, the 2016 Global Wellness Economy Monitor, with detailed data on regional and national wellness markets, will be released in early 2017.

Here are five other research findings.

1. The wellness industry now represents 5.1 percent of global economic output.

2. Wellness expenditures are now nearly half as large as total global health expenditures ($7.6 trillion).

3. Among the 10 wellness markets analyzed, the fastest growing from 2013 through 2015 were:

- Preventative/personalized medicine and public health (+23.5 percent)
- Fitness and mind-body (+21.4 percent)
- Wellness lifestyle real estate (+18.6 percent)
- Wellness tourism (+14 percent)
- Healthy eating, nutrition and weight loss (+12.8 percent)

4. The researchers also forecasted five wellness markets through 2020, with wellness tourism projected to be the No. 1 growth leader at 7.5 percent annual growth expected.

5. In a statement, Ophelia Yeung, senior research fellow at GWI, said the institute expects big wellness spending by consumers, governments and employers will continue due to an emerging global middle class, a rapidly aging world population, a chronic disease and stress epidemic, the failure of the 'sick-care' medical model, and a growing subset of (more affluent, educated) consumers seeking experiences rooted in meaning, purpose, authenticity and nature.

TRAVEL WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE

Luxury Insight

Global wellness tourism continues to grow

By Jeri Clausing / October 19, 2016

A+ A-

The global wellness-tourism industry has grown 14% over the last two years, more than twice as fast as overall tourism, according to a report from the Global Wellness Institute.

The full report won't be released until next year, but the initial results of the 2016 Global Wellness Economy Monitor were unveiled at the group's 10th annual Global Wellness Summit, held in Tyrol, Austria. And they certainly indicate more good news for luxury tourism and the growing number of resorts and travel companies that are expanding their wellness offerings.

According to a press release from the GWI, wellness tourism revenue grew from $494.1 billion in 2013 to $563.2 billion in 2015, or 14%, compared to 6.9% growth in overall tourism. The institute also reported that world travelers made 691 million wellness trips in 2015, 104.4 million more than in 2013, with wellness tourism now accounting for 15.6% of total tourism revenues, nearly one of every six dollars tourists spent.

Wellness tourists also spent 61% more per trip, GWI said, with the spending by domestic wellness travelers being 164% higher than the typical domestic tourist. Wellness tourism is also responsible for 17.9 million jobs worldwide.

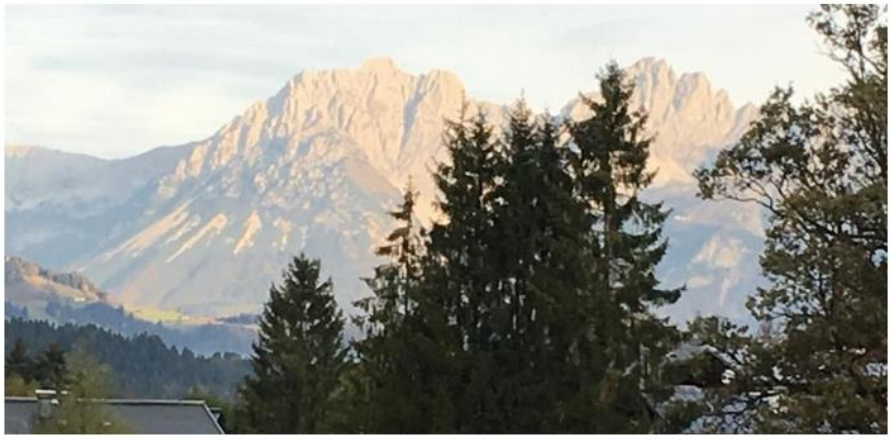
"A profound shift in the way people consume wellness is underway: once a luxury or add-on, it's now being infused into every aspect of daily life, from how people work to how they travel," said Katherine Johnston, senior research fellow at GWI. "And the spending on proactive, healthy choices, on wellness, will continue to comprise a greater percentage of massive multitrillion industries, whether [it's] real estate, food and beverage or travel."

In addition to wellness tourism, the group reported the global wellness industry in general grew 10.6%, from $3.36 billion in 2013 to $3.72 billion in 2015, providing fresh evidence, the group said, that "wellness is one of the world's largest, fastest growing and most resilient markets."

Among the 10 wellness markets analyzed, tourism came in as the fourth fastest growing, behind preventive and personalized medicine, which grew 23.5%; fitness and mind and body, which was up 21.4%; and wellness-lifestyle real estate, at 18.6%.

"Recent years have been marked by global economic contraction and disruptive geopolitical events, but a wellness economy just keeps rising, with an upward trajectory that seems unstoppable," said Ophelia Yeung, senior research fellow at GWI. "And we predict that consumers, governments and employers will continue to spend big on wellness because of these megatrends: an emerging global middle class, a rapidly aging world population, a chronic disease and stress epidemic, the failure of the sick-care medical model [resulting in uncontrollable healthcare costs] and a growing subset of [more affluent, educated] consumers seeking experiences rooted in meaning, purpose, authenticity and nature."

nime



John Toomey
Keynotes, Huffington Post Contributor, Fatigue Prevention Speaker, Author, Wellness Thoughtleader

Follow

Global Wellness Summit – Pre Summit Sessions

Oct 17, 2016 | 138 views 25 Likes 3 Comments

This evening I attended a 10:00pm Session called a "Casual Kaffee Conversation". There were three different topics to choose from and I chose "Let's Talk about Creativity, Inspiration and Happiness".

The session started with a statement from Edie Weiner of New York's Future Hunters. "Why wouldn't you be happy. You have already won the lottery. Out of all of those billions of sperm and who knows how many eggs, you made it. You are here!"

I had a chuckle at the insight. And she is right, but from there the conversation turned into all sorts of interesting directions. There were many different viewpoints and many varying points of view.

At one point someone mentioned inspiration and talked about it as if it came from somewhere out in the world. The conversation revolved around people needing to be inspired to have the motivation to live.

It seemed right at the time for me to share that I felt what was lacking was an understanding that inspiration does not come from somewhere outside but from deep within us, and it is directly connected with our own ability to discover and then follow our true and unique sense of purpose for our life. I went on to share that in western societies, we are so driven by economic outcomes that we drive school kids to get on the economic bandwagon before we give them the time and space to discover their unique purpose.

I shared that how I had done some work with my daughter who, at 25, was frustrated in her work and preparing for her 3rd change in career. We used an Avatar Life Alignment Mini Course and explored these areas and during the process she landed on her true life purpose. It is to lead people by standing beside them. Through damp eyes she looked at me and said "I can be in my purpose no matter what I am doing?" It was a profound and beautiful moment.

Professor Gerry Bodeker is an interesting man. He has spent his life researching wellness. He is adjunct Professor of epidemiology at Columbia University and specialises in traditional (indigenous) and complimentary medicines and wellness. He raised the ancient Vedic beliefs around the three key facets of life: Dharma, Karma and Arta.

Dharma is fundamentally living your true purpose. Karma is drawing joy from and creating joy in your life by following your Dharma. And Arta is the respect you draw to yourself as a result of the first two. I found that to be a fascinating way to look at it. It seems the ancients had it sorted long ago.

Professor Bodeker looked across at me and said that he felt my point had deep validity because most people in modern society are yet to find their true Dharma, so the rest of the equation is not really working for them. It seems we are chasing the Karma and Arta without first really discovering our Dharma.

So herein lies a significant factor in wellness across all ages and spectrums of life. If we do not feel a strong sense of purpose in what we do on a day to day basis, we will struggle to gain joy from it. Our lives will be more about resisting experiences as opposed to willingly immersing ourselves in an experience.

But this is where some can get confused. Finding your purpose may not actually mean discovering some magical talent that you can use to go make a living. It might simply be a quality that you have that brings you joy.

My daughter is a case in point. I too am a case in point. My life purpose is to inform. I love to share useful information with people and I chose to do it via seminars and written articles. I am doing it now. I could also achieve satisfaction as a teacher, a journalist, a radio announcer and many other professions. So long as I felt that I am informing people about things that have meaning to them and that they find useful.

So here are some questions to help you.

1. What are you good at?

2. What are the things you do that other people find genuine value in and tend to give you good feedback about?

3. What are the things you really like to do?

4. What did you love doing when you were a kid?

5. What did you love to do during your teens?

6. What are the things that draw your attention easily?

7. What sort of things do other people do that you tend to admire?

Please be patient with yourself. You may not get the answer right away and the first answer you get that seems right may not actually be right on the money. But stay curious and allow yourself to contemplate it because it will land.

Greg Norman was a great golfer, one of the greatest of all time. He once shared with me that whilst he loved golf, what he loved more than that was to give people a thrill. For that reason, he always played very attacking and aggressive golf. This made him an exciting player to watch, and on the back of that, he built a golfing empire.

Help yourself to find your purpose, your Dharma. And help your staff too. You may transform your workplace. But please, be patient because this is something that may not land quickly.

I had a T-Shirt that a Yogi gave me once and it read. “More Dharma, Less Drama!”

nium

John Toomey

14 0 0 162

Global Wellness Summit 2016 – Day 1

19 Oct 2016 in Business & Finance

First off, I must say that if you ever wish to experience a Wellness Holiday, the one of the world's most beautiful places, I have to recommend the Tirol area. In fact, this is where the "Spa Industry" was really born. It is a deeply wonderful place, steeped in history, with warm hearted and caring people all around.

Today the Summit started out with a presentation by the most wonderful Louie Schwartzberg. You can see a sample of his work here, presented by Louie himself at a 2014 TED Talk.

Louie dived straight into the depths of nature's existence and took us on a journey into the life and incredible role of fungus on planet earth. He showed us how fungus was the surviving force that created life as we know it today after an asteroid crashed into earth in Chicxulub, Mexico 66 years and created a cloud that blocked out the son for decades and wiped out the dinosaur population.

Louise share how the Mushroom Mycelium network beneath the earth serves as an underground internet, connecting all living things and creating a powerful and completely effective communications system for mother nature. She said that as you walk through a forest, under your footprint lies 500 kilometres of mushroom mycelium strands driving deep into the earth.

He shared that this too is the same as the incredible bacterial and fungal network in the human body we call our Microbiome. As you may have seen in my seminars and published material, I have been speaking of the power and importance of the Microbiome for your life, longevity and ongoing wellbeing, and how nurturing it gives resilience and robust energy to the organism you call your body. Have you done anything today to take care of your Microbiome?

This is an area that I feel we can all become much more aware of and familiar with. Caring for your microbiome elevates the harmonious communication between all of your cells and creates a powerful shield for your DNA against the ravages of disease and aging. It is time to love your microbes.

If you seek out Louie's videos on YouTube, you will get to see the depth of wonder that is the perfect balance of mother nature and the powerful synergy of the fungal ecology on this planet.

Following Louie, we got to meet our MC, 5 time Emmy Award Winning Journalist Giselle Fernandez. Giselle is perhaps one of the most impressive human beings I have ever met, so powerful and intelligent, yet so gentle, open hearted, funny and graceful. She was the MC at last year's summit and her poem she wrote and delivered the morning after the Paris Shootings was soul shaking. You can watch here.

We then heard from some of the pioneers of Wellness in the Austrian Alps. Beautiful people with a love for people, hospitality, happiness and wellbeing.

Then came David Bosshart, Economist and Technology Futurist, talking about where we are headed from a technological perspective. She shared some amazing perspectives.

- In years gone by we had amazing contraptions and technology, but they did not talk to each other.
- So much stuff has gone from the shelf and now lives in the cloud.
- Convergence is everywhere, emerging rapidly.
- Poser now lies with intelligent software. So much has changed because of this.
- In years gone by, we bought a car and it depreciated 30% when you drove it out of the showroom. Then Tesla arrives and the car's value is reliant on its software upgrade.
- Wherever we are we want to do whatever we like. Our living space design is driven by our devices.
- We have everything we need where we are.
- A smart phone, which did not exist 10 years ago is perhaps our most important devise.
- You own your data. WE are connecting our minds via our smart technology to the minds of others, with instant access.
- Future Power will depend on software. Merging software technology is blasting us into the future.

Think of this. Our grandparents lived in a time where they had very little knowledge of the past and only vivid thoughts of what the future may look like. We can sit down on our phone and watch Jurassic Park followed by the Star Wars and take ourselves back and forward in time in our minds. The breadth of our contemplation has expanded to previously un dreamt of levels.

We then went on an exploration of the Wellness Economy and the data was quite astounding.

There are ten primary wellness industries. Here they are with their market share and some additional data presented by economists Ophelia Yeung and Katherine Johnston.

- Spa Industry, worth $99B per annum and employs 2.1 million people
- Wellness Tourism, worth $563B and employs 18 million.
- Thermal and Mineral Springs - $51B and employes 1.4 million
- Workplace Wellness - $43B
- Wellness Real Estate - $119B
- Complimentary and Alternative Medicine - $199B
- Fitness and Mind/Body - $542B
- Preventative and Personalised Medicine - $534B
- Nutrition, Weight Loss and Healthy Eating - $648B
- Beauty and Anti Aging - $999B
- This represents a total of $3.7 Trillion.
- Over the past year, Global GDP shrunk by 3.5% yet this industry grew by 10%.
- Global Wellness Expenditure will grow faster than Global GDP.

What really took me back here is the rather small amount being spent on workplace wellness, yet the data reveals a genuine return of between $4 and $11 for every dollar spent on workplace wellness initiatives.

Over lunch I sat with some of the worlds most noted experts in Corporate Wellness, in particular Fikry Isaac who headed up Johnson and Johnson's landmark Workplace Wellness Programs for 30 years and American Though leader Renee Moorefield and we talked about new and emerging trends. They both felt that workplace wellness seemed to be more prominent in America simply because companies are responsible for health care for their employees, and genuine wellness efforts reduce their liabilities.

However, they believe that the industry will only expand beyind this when employers do take enough interest to see the genuine economic benefits in workplace wellness. They both agree these come from the following major areas:

- Reduced risk of injury and disease
- Higher personal productivity
- Better Mental Health Outcomes
- Greater engagement
- Better workplace communities, connection and inclusion
- Greater employee retention and knowledge building

Where is your workplace at?

niume

John Toomey

23 0 0 255

Global Wellness Summit 2016 – Day 2

21 Oct 2016 in Lifestyle

Today the content of the Summit focused more on the Spa Industry, Wellness Architecture and Wellness Real Estate, but there were still some incredible gems to take away and ponder.

First, I'd like to highlight some great points made by Dr Franz Linzer from Austria. He was talking about Wellness and how it should be. His presentation had some wonderful tongue in cheek moments, but the best was when he described The New Poor – those who have nothing but money.

What a concept. I laughed a lot but it is actually a powerful statement because it is the bi product of generations who have had so much attention on economic achievement that they have forgotten about wellness and the simplicity of happiness. They have forgotten how to live.

Wellness Architecture has been a big topic at this conference; first and foremost because of its importance in Spa and Resort design, but the flow moved across into residential living and work places. Some data that was shared was really interesting.

90% of the world's population is breathing polluted air. As this was said it reminded me of Day 1 when Louie Schwartzberg told of how his team went to film the Great Wall of China, with special 3D Cameras, from the air but had to wait several days for the smog to clear enough so that they could actually see it.

This air pollution factor is another reason why care of the microbiome is so critical in all people.

The presenters went on to say that building materials, paints, furniture and various synthetic surfaces were constantly "off gassing" into people's environments and fumes were being inhaled on a constant basis.

They continued to say that architects used to design based on building codes. More recently designs have been based more upon what is green and energy efficient, but really this step simply makes the situation "less bad". Their stretch now is to come up with designs for buildings that are nurturing as opposed to simply complying with an energy code.

Some of the initiatives are quite startling, for example, in the Philippines a paint has been designed that absorbs and neutralises air pollution. Other simple devices have been created to indicate CO2 levels in a building. Further, designers are now seeking to use materials that come from the local ecology and which can eventually be absorbed back into the local ecology. The challenge they are pursuing, and some of the photographs were inspiring, is to create buildings that are unique, that can only really exist in that location because, when everything is considered in a bigger picture, that building only makes sense in that location.

I have to admit there was a great deal to digest in this session because architecture is not something I tend to place a lot of my attention on. But I get where they are coming from and the feel of their desire to have people live more closely to and in harmony with the environment and ecology of their surrounds makes beautiful sense – be part of the ecology instead of dominating and using it, and eventually damaging it.

I have a strong sense that this is an area for further contemplation and consideration as humanity moves forward and seeks out solutions for a more sustainable existence, particularly with rising population levels.

Edie Weiner then presented a session on Global Economic Transformation. Edie and her team are interesting people. They run an organisation called The Future Hunters in New York and their business is about following trends and predicting where things are going.

She talked of a number of factors and some really caught my attention. For example, Spa owners are constantly lamenting staff shortages and a real challenge in finding new staff. She said there are pockets of people all over looking for stable employment, like Professional Dancers. She said many of them need employment for 6 months or so every year and would be thrilled to find something stable and that they can feel they are making a valid and meaningful contribution. They are disciplined people who know how to work hard.

Edie shared that flexibility in workforces is going to continue to evolve as people find ways to live in a way that is more aligned with their deepest values as opposed to simply getting some work to earn some money.

I can feel that as we open these perspectives more and really explore the way we are creating our lives, there will be a natural flow that will occur and workforces will begin to change. All of our efforts thus far have been aimed at finding ways to get people to take a job and stay put for 40 hours per week, work hard and not get distracted – be productive. And we all know about the challenges of presenteeism, absenteeism, staff turnover, workplace culture challenges and workplace stress. Perhaps as these new areas are explored more deeply, and I do mean explored and not strategized, positive change will come.

There were then several sessions about Hot Springs and the business around them. There is no doubt there is a major trend unfolding here as people flock toward the waters from the depths of the earth for relaxation and nurturing. I would say there is a definite case for workplace conferencing in and nearby such venues.

Stephan Eberharter presented a session on Mental Toughness. He is an interesting guy. He is a skier who became an Olympic Champion, 3 time world champion and two time over-all world cup winner. He is among the most successful ski racers of all time, accumulating the fifth most medals for alpine ski racing in Olympic History and 29 world cup races. Watch what some say was the greatest single Alpine Ski Race effort of all time. His is an inspiring story of focused effort, dedication and incredible self-belief. I have a strong sense this applies to all of us in our endeavours.

Self-belief does not mean we do not have doubts. In fact, it is more about getting real with the doubts and fears, admitting them to ourselves, owning them and then not resisting them so we can then move forward.

I often feel that resisting these things is akin to standing waist deep in a swimming pool and holding two beach balls under water with our hands and trying to hide that fact from passers-by. Exhausting really.

We then heard from Dietmar Mueller-Elmau, CEO and Owner of Schloss Elmau Luxury Spa and Cultural Hideaway. This guy is a creative genius and attracts some of the world's most creative and successful people to his 162 room resort for Wellness Holidays. His secret lays in moving away from the normal, from high organisation, conformity and structure to something that is free flowing and constantly offering the unexpected.

His session was entertaining and at times very funny, but I could feel where he was coming from in creating something that allowed people to escape the normal structures of live and live in their own natural creativity and be able to fully let go. For example, most resorts offer bath robes that are a certain colour with corporate identity. His resort offers a broad range of colours, none of which match the decor of the facility and guests choose their own colour.

For the rest of the day we went to the top of the mountain, took a walk around the alpine area, had a great lunch and sat and shared ideas with other delegates.

In the evening we went to the old Swarovski Crystal Worlds where huge factories, a museum and stunning showrooms produce and showcase some of the world's most famous crystal products. It was a breath taking experience that for me, inspired new levels of creative wonder. Some people just blow my mind with what they do.

niume

John Toomey 27 0 0

Global Wellness Summit 2016 – Day 3

21 Oct 2016 in Lifestyle

The Day opened with 3 students delivering their plan for a wellness initiative. A "Shark Tank" scenario was set up and the three opened with a video and followed by a brief additional verbal presentation followed by questioning from the investors.

The submissions were judged and later the winner was announced, and the $5000 grant went to a young lady from Bangladesh who developed a plan to deliver low cost sanitary napkins to the tens of thousands of women in Bangladesh who everyday use sand, mud, leaves or dirty rags to absorb their menstrual flow, resulting in abrasions, infections and a variety of other painful disorders. I have to admit I sat their stunned and quite overcome with emotion as she described the plight of so many women living in poverty in her country.

I do intend to follow up on this issue and see how else funds can be raised for this project. If anyone has any ideas, please let me know.

We then had the most extraordinary presentation delivered by Jan-Emmanuel De Neve Ph.D. from Oxford who talked to use about the Economics of Happiness and Wellbeing. You can Google him and read his papers. He is a refreshingly bright and good humoured young guy.

He demonstrated with graphs and explanations that as economic growth progressed in many countries, so did Wellbeing. But once it got to a certain level, further economic growth produced no increase in Wellbeing.

This is aligned with the early warnings of legendary economist Simon Kuznets who founded the concepts of Gross National Product (GNP) and Gross Domestic Product (GDP). He scolded Government Officials warning that whilst GNP and GDP were useful data, they should never be used as a general indication of a society's welfare.

If we look around the world, Greece's Wellbeing rating is the lowest it has been since measurement began. During a period when average GDP per person rose from $20k to $35k in Europe, there was no measurable increase in Wellbeing.

It is interesting because just about everything in Australian Society is measured on an economic index.

Further studies revealed some incredible data, which can be used with confidence by employers and schools. Consider the following:

· Happy Youth showed later in life that they had a higher capacity to earn. Unhappy youth tended to be lower earners. This is a powerful indicator that happiness perhaps comes before wealth.

· The World Health Organisation reported that happy people live longer and suffer less ill health.

· There is a strong link between happiness and productivity. One is prompted to ask, "How does an employer make their people happy?"

· Companies that dedicated resources to genuinely improving the happiness of their people had a 2% average gain over others on the Stock Market.

· It has been shown that investors pay no attention when a company is listed as a "best place to work", yet over time these companies continue to out-perform companies that are not recognised for their workplace culture.

· Gallup spent $250 million developing a Wellbeing Index. You can do a search on the 2015 Wellbeing Index.

Whilst it would be foolhardy for us to wait for our governments to start to focus on happiness and wellbeing as central issues, companies can do many things. It is interesting to note the power essay written by Sheikh Mohammed Bin Rashid al Maktoum of the UAE titled "Why Ministers for Happiness, Tolerance, Youth and the Future?" I advise you to put aside some time before you tackle this article. I believe that it is a most brilliant piece of work.

This presentation laid down a powerful case for your company to take stock of how happy your people and to look at what initiatives you may be able to put into place to increase their level of happiness. However, I would caution you that it is not your job to make people happy, but to look at the elements existing in your workplace that are challenging or reducing people's happiness.

Happiness tends to come from less physical things like appreciation, kindness, empathy, compassion and positive challenges, participation in worthwhile projects that help people and a feeling of self-worth.

If work tasks are mindless and boring or disconnected from any particular outcome, or if supervisors are unkind and bullying in their approach, or if physical location is unattractive, people are less likely to be happy.

But if people are informed, trusted with information, have their efforts connected to outcomes and how they are helping others, and the workplace is kind, fun and caring, people will be happier at work.

It is when a company is solely driven by economic indicators that these things tend to "go out the window".

We then had a wonderful session from Professor Gerry Bodeker who I mentioned in an earlier article.

He talked about the emerging trends in mental wellness. This can be described in a number of ways but it basically means a negative change in the way a person thinks and view the world. For example, he said that an older person who has a severe fall is no afraid of falling. So they may stop going out for a few of falling. This means they don't go walking down the street to purchase good food and start to become mal nourished. The lack of exercise and shopping can lead to malnutrition, diseases like osteoporosis. They can go into deep decline.

For this reason activities like Tai Chi are recommended for older people to reduce their risk of falling.

He then went on to talk about my old friend the microbiome. He talked about the different microbial universes around ur body: in the gut; on the skin; in the throat and in the nose etc.

HE said that poor care for the microbiome is turning up some incredible findings. For example, one study showed that 10% of schizophrenia patients had gut bacteria in their brains. Others were found to have candida from the throat and nose in their brain tissue. He talked about the importance of good life habits like gargling sesame oil for the throat and nasal washing for the nasal passages.

He created a bit of a laugh when he talked about people going on a Detox. He said, "What is the De that we are Toxing? And how effective is the De-ing". He is right. When I present in my seminars and talk about bowel flushing as a detox, we are talking specifically about removing retained waste to create a better environment for rejuvenating the gut flora, a vital component of our microbiome.

There is lots of good information on www.wellnessevidence.com

Gerry then played us part of an interview that he did with the former Prime Minister of Bhutan. The Prime Minister said that their country places great importance in the happiness of its people. He said that they have cultural traditions and they count. All economic plans go through a review process that measures how aligned the policy is with theses cultural traditions. If they do not line up, they are not passed.

He said that some people have said, "But this will slow our growth!" His response, with a cheeky smile, "Well, we will grow more slowly then." Bhutan has a blanket ban on mining as it fails to align with their important cultural traditions.

Gerry had a suggestion that I thought was quite wonderful. And when I contemplate it, I have seen this happen. He said, "Take what you do, and in down time, share it where it is needed". For example, you may run a plumbing company and go through a brief period of little scheduled work. During that time, find out where plumbing skills are desperately needed but there is no money to pay for them and give for the sake of giving.

Finally, we had a presentation on Millennials. It was fascinating, but for the purposes of this paper, I am not going into it. I do however wish to do some more research on the topic and will write another paper in the near future.

Until then, may you be happy and well.

eGlobal
TRAVEL MEDIA
AUSTRALIA/NEW ZEALAND
INDIA / ASIA / JAPAN / AMERICA'S

Global Wellness Summit Concludes with Wellness Awards Ceremony and Crowning of Inaugural 'Shark Tank of Wellness' Winner

October 26, 2016 Conferences No Comments Email

The **Global Wellness Summit** (GWS), an annual gathering of international leaders to positively shape the future of the $3.7 trillion global wellness economy, concluded its historic 10th anniversary conference last week by celebrating the recipients of its 3rd Annual Global Wellness Awards and the winners of its first-ever Shark Tank of Wellness Student Competition. This year's sold out Summit in Kitzbühel, Austria was attended by more than 500 invitation-only delegates hailing from 45 countries, and featured a gala event at the famous Swarovski Crystal Worlds with a personal welcome from Nadja Swarovski.

On the final day of the Summit, the 2016 Global Wellness Award recipients, determined by the GWS board, were announced as follows:

Leader in Workplace Wellness
Dr. Fikry Isaac, former VP of global health services for Johnson & Johnson, a pioneer in the field of workplace health promotion and global health.

Leading Woman in Wellness
Belgin Aksoy, founder of Global Wellness Day, a movement that has reached over 90 countries.

Leader in Sustainability
Balthasar Hauser, owner of Biohotel Stanglwirt, was honored for his pioneering, sustainable Tyrolean spa resort.

Leader in Innovation
Richard Schmitz, CEO of H/S/M Hotel and Spa Management, for his forward-thinking addition of the phrase "& Spa" to the name of the iconic "Brenners Park Hotel & Spa" in 1983.

Debra Simon Award for Leader in Furthering Mental Wellness
Jeremy McCarthy, Group Director of Spa & Wellness for Mandarin Oriental Hotel Group, and author of The Psychology of Spas & Wellbeing, received this first-ever honor for his work in bringing the power of positive psychology to the spa industry.

The new Debra Simon Award was introduced by her daughter, Lauren Wright, in an emotional video that paid tribute to her mother's legacy and honors a global leader achieving excellence in the field of mental health and wellness.

Other award sponsors included Booker, a cloud booking system, headquartered in New York, that transforms the way local services are managed by businesses and discovered by consumers; Enaya Care, a pioneer in day spas and wellness centers in Saudi Arabia; The Ghareini Group, a leading European manufacturer of high end spa and beauty beds; and Rancho La Puerta, one of the best destination spas in the world for over 75 years, located in Tecate, Baja California, Mexico.

Shark Tank of Wellness
The first-ever Shark Tank of Wellness Student Competition took to the stage with the following judges/sponsoring companies:

- Simon Casson, President, Hotel Operations, Europe, Middle East and Africa, Four Seasons Hotels and Resorts, UAE
- Tracey Chappell, Senior Vice President, Global Spa Solutions, ESPA International, UK
- Jane Iredale, President & CEO, Iredale Mineral Cosmetics, U.S.
- Sheila McCann, General Manager, Chiva-Som International Health Resort, Thailand
- Frank Pitsikalis, Founder & CEO, ResortSuite, Canada
- Frank Strobel, Director, International Sales, Klafs GmbH & Co. KG, Germany

The panel interrogated three students in the live final event and the top prize of $5,000 was awarded to Shahrin Ali Raivi from North South University, Bangladesh, for her concept to make sustainable sanitary napkins accessible to the 80% of women throughout Bangladesh who currently rely on unsanitary and ineffective options like sand, leaves, mud and unsterilized rags by making use of materials left over from the country's cotton industry. Raivi's "**Mukto Sanitary Napkin**" concept promises to reduce the health and social problems associated with this issue. The two runner-ups received $2,500 each and were Regina Tarany with "**TreatAdvisor**" and Svejetlana Radakovic's "**Spa Watch**," both from the IMC University of Applied Sciences Krems, Austria.

The Global Wellness Summit is considered the world's most prestigious gathering of leaders from every sector of the wellness industry: tourism, spa, education, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

GAZETE HAYAT BOYU

Belgin Aksoy, "Lider Kadın" seçildi

Tarih: 26-10-2016 13:01:56

50 ülkeden üst düzey delegelerin katımıyla Avusturya'da gerçekleştirilen toplantıda Global Wellness Yönetim Kurulu tarafından ödüllendirilen Belgin Aksoy, tarihi bir başarı elde etti…

Aksoy bu ödülü, Global Wellness Day'in dünyada 90 ülkede kutlanmasını sağladığı ve bu zorlu yolda kararlılıkla yürüyerek milyonların hayatlarını değiştirdiği için almaya hak kazandı...
Başarılı iş kadını Belgin Aksoy, bugün 3.7 trilyon dolarlık büyüklüğe ulaşan Wellness-spa sektörünün en prestijli ödülü olan "Leading Woman in Wellness 2016-Wellness Sektörünün Lider Kadını" ödülüne layık görüldü. 10'ncu yılını kutlayan Global Wellness Zirvesi'nde bir Türk kadını olarak tarihi bir başarıya imza atan Belgin Aksoy, Aksoy, Türkiye'nin dünyaya hediye ettiği tek gün olan ve bugün dünyanın 90 ülkesinde 3 binden fazla noktada kutlanan "Global Wellness Day"in kurucusu olarak sektöründe en tanınan isimlerin başında geliyor.

Global Wellness Zirvesi bu yıl Avusturya'nın Kitzbühel bölgesindeki Tyrol'de 50 ülkeden devlet yetkilileri ve özel sektör temsilcilerinden oluşan 500 üst düzey delegenin katılımıyla düzenlendi. Wellness-spa sektörünün en prestijli toplantısı olan Global Wellness Zirvesi'nde yönetim kurulunun oybirliği ile bu büyük ödülü alan Belgin Aksoy, şöyle konuştu:

Türkiye'nin tanıtımı için de büyük öneme sahip
"Bir gün tüm yaşamınızı değiştirebilir' sloganıyla hayata geçirdiğimiz Global Wellness Day bu ödülü kazanmamdaki en büyük etken. Başta Global Wellness Yönetim Kurulu olmak üzere zirveye katılan tüm delegeler Türkiye'nin dünyaya hediye ettiği Global Wellness Day için kararlı adımlar attığımız ve milyonların hayatlarını değiştirdiğimiz için dünya wellness sektörüne liderlik eden kadın olduğum fikrinde birleştiler…
Bu hareketin 5 yıl gibi kısa bir sürede, Türkiye'den 7 kıtaya yayıldı. Bir Türk kadını olarak sektörümüzün en değerli ödülünü kazandığım için büyük bir gurur ve mutluluk yaşıyorum. Bu ödül aynı zamanda Türkiye'nin tanıtımı için de büyük öneme sahip. Dünyanın en doğusundan en batısına kadar çok geniş bir coğrafyada kutlanan Global Wellness Day, insanlara hayatlarında 365 gün iyi olmalarını sağlayacak değişiklikler yapmaları için ilham verme amacını taşıyor"

EF MEDISPA

INTELLIGENT SKIN CARE

THE INSIDE TRACK ON THE GLOBAL WELLNESS SUMMIT

Get Social:

I've just returned from four days of attending the 2016 Global Wellness Summit. Four days of seminar after seminar and 14 hour days – I must say that I'm exhausted! Yet as tickets are hugely expensive, I thought I'd lift the lid on some of the key findings and explore what's next for the health and wellbeing industry…

"Spa" is back: Spa was really the focus of this year's summit. With its healing waters, Austria was a founding home of the spa concept as we know it. Apparently, once upon a time a hotelier there decided to introduce an element of these healing waters into his hotel – and coined the term "spa". Expect to see a renewed focus on these traditional methods – updated with new science and technology.

Mental health is the new focus: What does to mean to be "mentally healthy" today? At the summit, we explored how meditation, mindfulness, nutrition, sleep all play their part. There has also been a study linking certain bacterial bugs with schizophrenia – so the connection between our physical and psychological state is becoming ever more apparent.

Data Buddhism: Yes, you heard it here first. This trend looks at how we use the Internet today. The difference between sitting trapped at a computer all day – and having the freedom to be healthy. Can we really learn to be zen with technology? Watch this space.

Spa architecture: Remember when we just had sauna, steam and Jacuzzi? Well now, "spa architecture" is a whole sector in itself. Designers are analysing how electro-magnetic fields, light, the circulation of clean air plus plenty of plants and water features all benefit our physical and mental wellbeing. Then creating the space around us accordingly.

Apply within: By 2020, it's predicted that the beauty and spa sector will need an extra 470,000 people. So business is booming! What emerged from the summit is that there's a lack of spa managers, whilst mentoring interns needs to be improved. So if you're looking for a new career, you may have just found it!

What's next? Having said that spa is back, spa *alone* is no longer enough. What became very clear is that hotels with spas now also want "wellness". That is, monitoring systems and clinical approaches that tackle a range of clients' health and wellbeing concerns. As a result, integrated medicine - and treatments such as colonic hydrotherapy and intravenous infusions – are going to become more and more prevalent. So we're ahead of the curve at EF!

DAYSPA

GLOBAL WELLNESS SUMMIT DAY THREE WRAP-UP

The final day of the Summit arrives, and it's always a surprise that it's almost over. So much to learn, so many people to meet, and not enough time to fit it all in! Breakfast meetings before the 9 a.m. conference programming starts, networking lunches, *Kaffee* conversations going until past 11 each night, and yet still more to do, giving the last day a sense of urgency. And of course, the previous evening's gala dinner had the entire delegation up even later than usual. Although I couldn't attend every single presentation, here is an encapsulation of what I did catch (click here for roundups of Days One and Two and the Gala).

Day Three opened with the finals of the student competition. This year's "Shark Tank of Wellness" theme was a revised approach to the annual contest; instead of coming up with a spa concept, the students were challenged with devising a new and innovative idea for use in the broader wellness industry. Over 60 submissions were received, and the three finalists presented their ideas to the judges' panel on the first day, with the winner being announced onstage on the last morning. The judging panel included **Simon Casson** of Four Seasons, **Sheila McCann** of Chiva-Som, **Tracey Chappell** of ESPA, **Frank Pitsikalis** of ResortSuite, **Jane Iredale** of Iredale Mineral Cosmetics and **Frank Strobel** of Klafs. The winner, **Shahrin Ali** of North South University in Bangladesh, was unable to attend in person, but her idea for a sustainable sanitary napkin addressed something that is actually a huge issue in the developing world, and she received the $5,000 top prize.

Shark Tank winner Shahrin Ali is announced by Simon Casson of Four Seasons.

Economics is not often a humorous topic, but Oxford Professor **Jan-Emmanuel De Neve** gave an entertaining session on the *Economics of Happiness and Wellbeing*. Needless to say, the positive effects of happiness on society and culture are far-reaching and indisputable. Yes, money is important, but happy employees demonstrate high performance standards, and improve employee recruitment, motivation and retention for their companies.

Another Oxford man, the highly regarded Professor **Gerry Bodeker**, chatted onstage with Susie Ellis on the topic of Mental Wellness; The Far Horizons. Bodeker maintains that future efforts on managing mental wellness will encompass physical and nutritional approaches, as well as mental. **CG Funk** shared a personal "passion moment," telling the story of taking the last year off from work to "slow down, and notice the moments." **Belgin Aksoy** shared a wonderful video, shot on Global Wellness Day earlier this year, showcasing how the event has taken hold across the world. Economist **Thierry Malleret** gave a brief talk entitled Macro Economic Changes Underway Affecting Wellness; less humorous than our earlier economics lesson, Malleret pointed out that paradoxically, "un-wellness" is rising. The double threat of a still uneven global economic situation and the fact that hyper-connected societies take a toll on personal health will force countries to make wellness an "obligatory option," in his opinion.

Ellis came on stage to announce that the previous nights' auction had raised $108k, which will go towards additional research for GWI. Four of the chairs of the 16 GWI Initiatives gave brief updates on their progress; **Jean-Guy de Gabriac** of the Career Development Initiative announced their new app, **Don Genders** of the Hydrothermal Initiative introduced an updated edition of the Guide to Hydrothermal Spa Development (available on the GWI website), and **Julie Bach** of Wellness for Cancer updated the group on her global progress in training spas to properly handle guests who are currently or were previously in treatment for cancer.

Chair of the Wellness Communities Initiative, **Mia Kyricos**, accompanied by **Samantha Foster** and **Brooke Warrick**, shared photos and updates of the many wellness communities that are open or under development globally, including Serenbe in Georgia, Bedzed in the U.K., Q'in Wellness in Hainan, Avira in Malyasia, and Yamani Healing in Mexico, among others.

Global Wellness Awards were awarded to the following:

- **Dr. Fikry Isaac**, former VP of global health services for Johnson & Johnson, was given the "*Leader in Workplace Wellness*" award for his pioneering workplace wellness research
- **Belgin Aksoy**, founder of Global Wellness Day, took home the "*Leading Woman in Wellness*" award for creating this movement that has reached over 90 countries
- **Balthasar Hauser**, owner of Biohotel Stangl-Wirt, was given the "*Leader in Sustainability*" award for his innovative Tyrolean hotel
- **Richard Schmitz**, CEO of H/S/M Hotel and Spa Management, was honored as a "*Leader in Innovation*" for re-naming the iconic Baden Baden resort "Brenners Park Hotel & Spa" in 1983—adding the "and Spa" to the title and changing the face of the spa industry.
- **Jeremy McCarthy**, Group Director of Spa & Wellness of Mandarin Oriental Hotel Group, won the first-ever Debra Simon Award for "*Leader in Furthering Mental Wellness.*"

After sealing up a time capsule with contributions by many of the delegation, to be opened in 10 years, it was time for the big announcement; where will the Summit be next year? Chairman Susie Ellis set off from the stage to find the flag of the next host country, from among the 45 countries represented, and it turned out to be the U.S! Future hosts **Denise Bober** and **Amy Retay** of The Breakers in Palm Beach took to the stage and expressed their excitement about being chosen as the host location for the 2017 event, which will be held from October 9-11. They were then joined on stage by the 2017 Summit Co-Chairs, **Clare Martorano**, Gerry Bodeker and **Maggie Hsu**. Champagne was poured all round, and the 2016 Summit was a wrap!—*Lisa Starr*

DAYSPA

GLOBAL WELLNESS SUMMIT 10TH ANNIVERSARY GALA

The Global Wellness Summit wouldn't be complete without a Gala Dinner, and this year was no exception. However, this event was far more *sparkling* than usual. The delegation boarded buses for the one-hour trip to Swarovski Kristallwelten (Crystal World), the renowned crystal company's headquarters just outside Innsbruck. Created in 1995 to commemorate Swarovski's 100th anniversary in 1995, the museum/exhibition is comprised of a large complex of exhibition chambers, with adjacent outdoor gardens and children's areas. Given that it was cool and dark on the night we visited, we opted to stay indoors, but there was still plenty to see. The "Chambers of Wonder" contain a wide array of artworks and installations, all of which are created from or adorned with crystals.

Susie Ellis (center) with, left to right, Bill and Jessica Jesse of BuDhaGirl, Summit Event Director Nancy Davis, Anna Bjurstam and Neil Jacobs of Six Senses and Sammy Gharieni.

After being greeted at the entrance with trays of champagne, wine and juices, delegates made their way through the series of chambers, ending in the restaurant area, where tables were set with white roses and beautiful glasses for the 500 diners. Once seated, we were greeted by Swarovski family and board member Nadia Swarovski, who welcomed us to the impressive space.

Following a multi-course dinner, excitement mounted for the first-ever GWS auction, the proceeds of which would go to benefit additional industry research. Giselle Fernandez presided over the bidding for items such as a Physiotherm Infrared Sauna, a Somadome Meditation Pod, lunch and skiing with world champion Stephan Eberharter, a one-week stay at Kamalaya Wellness Sanctuary in Koh Samui, Thailand, and numerous other luxurious experiences. It was all good fun, and the auction raised $108k, all of which will go towards funding future research projects. In addition, a small group of delegates had banded together to donate money, which was awarded to Summit CEO Susie Ellis as a scholarship to fund her prodigious curiosity on behalf of our industry. The fund is intended to help her attend conferences and events and bring back her insights to share with the spa community.

After a fantastic evening, we trooped back to the buses to return to Kitzbühel and get some rest before the final day of the Summit.—*Lisa Starr*

DAYSPA

GLOBAL WELLNESS SUMMIT DAY TWO—WEATHERING THE STORM

The wet weather enabled us to stay inside for deep and meaningful discussions—until our afternoon field trip, that is!

Following a successful first Summit day, on Day Two we awoke to rain. The morning's keynote offerings included a presentation by futurist **Edie Weiner**, followed by a panel moderated by Leisure Media's **Liz Terry**, entitled Wellness Architecture and Design; Insights and Inspiration. Panelists discussed the modern-day phenomenon of biophilic design; whereas green design just takes into account the building itself, biophilic design goes further, by striving to connect humans and nature with the building.

Ann Marie Aguilar of Arup Associates talked about the fact that today's architects and designers are increasingly focused on creating safer buildings with as little indoor pollution as possible. Globally, indoor pollution and poor air quality are estimated to cause 14 times more deaths than their outdoor equivalents. Aguilar referenced the GRESB building rating tool, which measures sustainability as well as the effect on the people inside the building. She advised us to be aware of toxic building materials to be avoided, and to make sure that the wood we use is formaldehyde-free, and glues and adhesives free of off-gasses. She also shared a list of plants that absorb potentially dangerous gases, such as spider plants and bamboo. There are already apps that measure air quality, so there will be no secrets in this regard before long. The second presenter, also from Arup, described how design will increasingly incorporate acoustic qualities, and that some designers are using virtual reality with focus groups to test reactions before they actually begin construction.

Lars Krückeberg, an architect from GRAFT, discussed his work on a project in a German ICU unit in which they replaced the lighting with lights over the beds that could track patients' stress, with a view to creating environments that help to heal faster. Kruckeberg mentioned the company Cradle to Cradle, created by a chemist and an architect, which is designing buildings made entirely from clay and wood. Instead of "dying," they go back to the earth when their useful life is over. GRAFT is currently working with resort chain Six Senses on the spa company's new projects. Panelist **Neil Jacobs**, Six Senses' CEO, shared insights on the design process at its Douro Valley, Portugal location. They had taken over a previously existing property with "bad energy," and brought in Alberto Azzura, a Brazilian "Sacred Geometrist," to guide the design overhaul. In doing so, shared Jacobs, the one-year-old resort has already doubled its projected bottom line. Six Senses has also gone to the lengths of designing and building its own beds and bed linens to draw heat away from the body and promote good sleep. It also owns a lighting company that creates lamps to wake up users and help them drift off at bedtime.

Mid-morning featured short keynotes by notable players including **Nils Behrens** of med-spa chain Lanserhof; **Dr. Harry Konig**, head of medical care of Brenners Park-Hotel & Spa in Baden-Baden; **Tom Bauer** of VAMED Vitality World, who discussed Austrian hot springs; and development and investment guru Omer Isvan. The delegation then heard from visionary **Dietmar Mueller-Elmau**, CEO and owner of Schloss Elmau, a luxury spa and "cultural hideaway." Schloss Elmau has 150 rooms and five spas, all wrapped around a concert hall. Mueller-Elmau says he is obsessed with self-optimization and the concept of real "freedom." In his opinion, a luxury resort in the middle of nowhere is not a real luxury if there is nothing for the guests to do there, and that freedom requires alternatives, so guests can choose what they really want. Schloss Elmau resists the concept of "corporate branding, and gave the example of offering guests bathrobes in multiple colors, enabling them to choose their own. The property boasts a unique concept whereby artists and musicians can "play for stay"—in other words, perform concerts in the hall, or show their artwork, in lieu of payment. Last year 7,000 were hosted in this way!

Next, Austrian economist **Barbara Kolm** gave an overview of the current economic climate in the E.U., whose economic recovery is lagging behind that of the U.S. Only six EU countries—Poland, Ireland, Sweden, Romania, Lithuania and Latvia—will show growth in 2016/17, and even that will be limited to 3%.

The morning's final keynote was local Olympic and Austrian ski champion **Stephan Eberharter**. Eberharter's most famous race occurred on the notoriously difficult Streif course on Hahnenkamm, which concludes in the village of Kitzbühel, less than 100 meters from the congress center. Eberharter showed a video of that run, in which he descended the mountain's extremely steep pitches at speeds exceeding 60 mph. He addressed the question many of us had: "Why would anyone do this?" by discussing how we can use motivation and passion to set goals and live our lives fully.

Later, the delegation walked one block up the hill and boarded gondolas for a ride up to the top of Hahnenkamm, where we enjoyed a traditional Tyrolean lunch and walked the short distance up to the start house for the race, from which the mountain falls away, almost vertically. Available activities including hiking, yoga, mountain biking, Segway tours and paragliding, although I must admit that the rainy weather definitely put a dampener on our enthusiasm to partake!—*Lisa Starr*

DAYSPA

GLOBAL WELLNESS SUMMIT 2016 KICKS OFF IN KITZBÜHEL

The Tyrolean town plays host to this year's event.

A year ago, at the conclusion of the 2015 Global Wellness Summit, many folks were asking each other "Where is Tyrol?" upon the announcement of the site for the 2016 gathering. The wondering is over, as over 500 spa and wellness professionals from 45 countries have converged upon the small but beautiful Alpine town of Kitzbühel, about an hour east of Innsbruck, Austria, for this year's event.

This year marks the 10th anniversary of the event, which began as the Global Spa Summit in New York City in 2007. Over the years the focus has shifted to the broader wellness category, including spa, nutrition, fitness, beauty and all aspects of the industry. This invitation-only event for industry and corporate leaders features a packed schedule of keynote presentations, many from thought-leaders from outside our industry, along with networking events and group activities.

Several pre-Summit trips were offered, so that attendees who are not from the area can enjoy the beautiful nature of the region, with this crisp mountain air, thermal resorts, green meadows and numerous cows! Kitzbühel is a small town, so the Summit delegation is spread over six main hotels and numerous smaller venues. In an effort to lighten up the overloaded schedule, the conference organizers offered six Knowledge Workshops, which took place before the official start of the Summit. On Sunday night, the conference kicked off with a welcome Cocktail Reception, where many men dressed in lederhosen and women in dirndls. Following the party were an additional three "Coffee Conversations" for attendees, featuring discussions on the state of medical wellness, and the current ongoing labor shortage. Keen to talk about such pressing issues, many people participated in these until close to midnight.

On the Summit's first full day, the delegation was greeted with a beautiful video from cinematographer Louie Schwartzberg. Summit Chairman and CEO **Susie Ellis**, along with co-chairs **Franz Linser** and **Sue Harmsworth**, welcomed the audience, before turning the floor over to last year's emcee, journalist **Giselle Fernandez**. The highlight of the morning sessions included a snapshot of updated industry data from Global Wellness Institute researchers **Ophelia Yeung** and **Katherine Johnston**, who valued the global spa industry at $3.7 trillion, up from $3.4 trillion in 2014. The estimated number of spas globally is currently over 120,000, providing employment for 2.2 million people. The researchers invited representatives of each of the six main industry sectors up onto the stage to hold big plastic balls, representing the relative sizes of each segment, providing an unusual humorous note to a discussion of data. Another highlight of the first morning was a panel on European Spa and Wellness Traditions, chaired by **Anna Bjurstam** and including **Alla Sokolova**, **Adrian Egger**, **Lasse Eriksen** and **Aldina Duarte Ramos**, who discussed the history of wellness and bathing over the last few millennia.

Delegates left the KitzKongress, where all of the sessions were held, for a five-minute walk along the mountain slope to an interactive lunch. Experts were posted at 76 different lunch tables for discussions on a particular topic.

In the afternoon, honors were awarded to regional spa pioneers **Balthasar Hauser**, owner of the renowned Stanglwirt Resort, and **Richard Schmitz** of Brenners Park-Hotel & Spa, who is credited with being the first hotelier to add the word "spa" to the venue name. **Dr. Harald Stossier**, medical director of the world-famous VIVAMAYR Clinic, described how the clinic has evolved over the years, and **Dr. Claudia Aguirre** discussed "What Neuroscience Teaches us about Beauty," which got everyone thinking about how beauty really does affect the brain and self-esteem. Later in the afternoon were 10 more breakout sessions on specific topics, such as Wellness Tourism, the Intersection of Beauty and Wellness, and how hotel chains and family-owned hotels can learn from one another.

For dinner, attendees split into groups to eat at different restaurants in town, and then participated in three more late-night coffee conversations.

You really get your money's worth at this Summit: there are a lot of fascinating topics and food-for-thought conversations. All of the presentations will be shared, as is typical, on the GWS website in the coming weeks. More news to follow tomorrow!—*Lisa Starr*

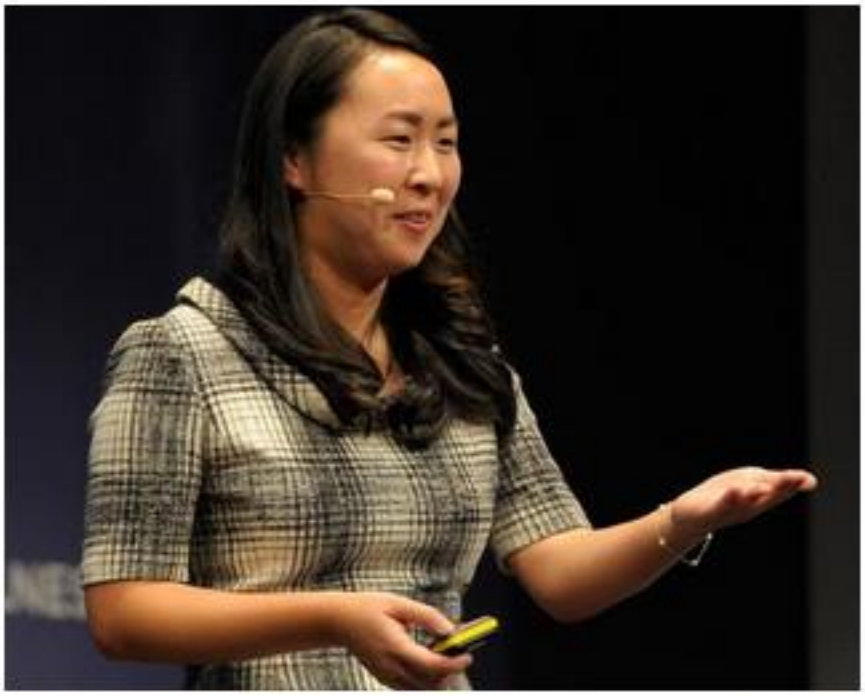
spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

28 Oct 2016

Amazon subsidiary reveals interest in wellness hotels

BY KATIE BARNES

Tweet Share G+1 Pin it Share 0



Hsu hinted that Zappos will enter the hospitality space

In a talk at the Global Wellness Summit last week, Maggie Hsu, advisor to online clothing company Zappos, hinted that the firm – which is fully owned by online giant Amazon – is eyeing up the wellness hospitality space.

The e-commerce company is already looking at customer service in hospitals as part of its Downtown Project in Las Vegas, where it's headquartered.

The e-commerce company is already looking at customer service in hospitals as part of its Downtown Project in Las Vegas, where it's headquartered.

A portion of its US$50m (€46m, £41m) investment in the redevelopment scheme is funding Turntable Health – a primary care clinic that will run on a membership model, similar to a gym. As part of a monthly fee of around US$100 (€91, £82), patients will have unlimited access to physicians, who will therefore be financially incentivised to keep patients or 'customers' healthy.

Hsu said hotels would be a natural follow on from this.

"We're very interested in the hospitality space because of its focus on customer service and putting two different things together in downtown Las Vegas," she explained. "We're inspired by what Delos and others are doing, and have thought a lot about how we can do a wellness hotel in Las Vegas, as well as in hospitals."

spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

01 Nov 2016

Panel examines the future of healthy building

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 0

Arup's Ann-Marie Aguilar (far left) said personal pollution sensors will change the way real estate is valued.

Wellness in architecture was a key topic at the Global Wellness Summit in Austria last month, as a panel featuring two health and wellbeing specialists from global architecture and engineering firm Arup took the stage to discuss the ways in which building design affects everything from health to mood – and how quickly the space is changing.

Spa Business and *Spa Opportunities* editorial director Liz Terry moderated the panel, which featured Ann Marie Aguilar, who is associate director at Arup and also works in international relations for the International WELL Building Institute; and Vicki Lockhart, a senior specialist in health and wellbeing at Arup.

Terry opened the session by detailing the importance of the subject matter for the spa industry.

"This matters to every one of you," said Terry, who is also editor of leisure architecture and design publication *CLAD*. "All of you rely on there being a building of some kind in order to do your business. We spend millions creating these facilities, and we need to be sure that they're not only fit for purpose now, but also for tomorrow and the lifetime of the building."

Terry painted a picture of the not-so-distant future, when people carrying personal pollution sensors will refuse to enter buildings if they're toxic, rendering the real estate valueless.

"Indoor air is even more toxic than outdoor air – and for people who run spa and wellness facilities, that's a huge issue," said Terry.

Aguilar detailed how indoor air quality is ranked as one of the world's greatest public health risks, with off-gassing from furniture, sealants, paints and fabric adding invisible pollution to the spaces we live and work.

"It's very concerning that we don't measure this," she said. "...Even the slightest change in air quality has an immediate effect both on a person's health and their ability to concentrate."

And while a move towards green design has made for improved sustainability and energy efficiency, often energy-saving measures like sealing windows can have a negative impact on indoor air quality.

"We can't just focus on sustainability, and we can't just focus on health and wellbeing – the two need to be intrinsically tied together," said Aguilar.

She looked at examples of healthy building, including a living building that includes an algae facade that grows its own energy; outdoor paint that traps and absorbs air pollution; a filtration media that can be installed in an HVAC system; and drywall that absorbs VOCs and chemicals from the air.

Aguilar advised owners and operators to get together a list of toxic materials that they refuse to put in their buildings, and to look for alternative materials.

"If you want a healing environment, you need to provide that for your guests all the way through," she said.

Lockhart then looked at the ways technology is helping to build a new generation of buildings – by establishing accurately how they affect the people who use them.

Arup has developed a Sound Lab that can create the acoustic performance of a building before it's built, so clients can experience what it will sound like – a huge boon for architects designing things like retreats, where sound is of the utmost importance, and also useful in the wider world for the likes of large-scale retail, residential or rail projects, where noise pollution is a potential disruptor.

Arup is also using virtual reality (VR) to find out how people react to spaces before they're built, and Lockhart presented a video that explained how this works.

The team at Arup wire people up with biometric sensors and then – using VR headsets – immerse them in different environments, some proposed and rendered in virtual format and some existing and shown photographically.

Arup can then measure people's physiological response to the environments, enabling rapid prototyping of buildings before construction.

"We no longer have to be neuroscientists to understand how people are perceiving different environments," said Lockhart. "Ultimately, the VR process will enable architects to design in the customer reaction they want for a space by better understanding the way people respond to it.

"The VR system enables architects to see people's physiological response and what their body is actually responding to. This makes it possible to iterate much more quickly through different design elements and understand what the impact is."

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

24 Oct 2016

Aksoy, McCarthy, Isaac honoured at GWS

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 0

McCarthy received the first-ever Debra Simon Award for Leader in Furthering Mental Wellness for his work in bringing the power of positive psychology to the spa industry

Belgin Aksoy, Jeremy McCarthy and Dr Fikry Isaac were all honoured with awards at last week's Global Wellness Summit in Kitzbuhel, Austria.

Isaac, former VP of global health services for Johnson & Johnson, was named Leader in Workplace Wellness for his pioneering work in the field of workplace health promotion and global health.

Aksoy was honoured as a Leading Woman in Wellness for her work in founding Global Wellness Day, a nonprofit grassroots movement that has now reached more than 90 countries.

Aksoy thanked Global Wellness Institute chair Susie Ellis and the GWS for the honour, and dedicated it to "all the hardworking, strong women in the world, especially to the loving memory of my soul-sister, Charlene Florian."

Florian, who worked for skincare brand Kerstin Florian, died earlier this year, and this year's Global Wellness Day was dedicated to her memory.

Aksoy also invited Jean-Guy de Gabriac, international coordinator of Global Wellness Day, on to the stage to help accept the award.

And McCarthy, group director of spa & wellness for Mandarin Oriental Hotel Group and author of The Psychology of Spas & Wellbeing, received the first-ever Debra Simon Award for Leader in Furthering Mental Wellness for his work in bringing the power of positive psychology to the spa industry.

The award was introduced by Simon's daughter, Lauren Wright, in an emotional video that paid tribute to her mother's legacy.

In a Facebook post, McCarthy said he was taken by surprise at the award.

"This is an honor I do not take lightly – my heart and soul are soaring from this acknowledgement by my peers," he said. "So amazing to work alongside this incredible wellness community and feel the focus shift from merely battling illness to fostering wellbeing and human flourishing."

Tiroler Tageszeitung ONLINE

Printausgabe der Tiroler Tageszeitung vom Di, 18.10.2016

GLOBAL WELLNESS SUMMIT

Österreich ist ein Big Player im Wellness-Weltmarkt

Beim derzeit in Kitzbühel laufenden Global Wellness Summit zeigt sich, dass Österreich mit 14,6 Millionen Wellnessgästen ganz vorne mitspielt.

Sprachen beim Global Wellness Summit in Kitzbühel über die Zukunft der Sparte und die Chancen darin: Katherine Johnston, Jürgen Bodenseer, Josef Margreiter, Franz Linser, Sue Harmsworth und Signe Reisch (von links).Foto: Angerer © Harald Angerer

Kitzbühel – In Kitzbühel dreht sich derzeit alles um Wellness. Noch bis morgen Mittwoch findet der zehnte Global Wellness Summit in Tirol statt. Nicht weniger als 500 Teilnehmer aus 40 Ländern beschäftigen sich dabei mit der Zukunft des Wellnessmarktes.

Am Montagmittag wurden bei einer Pressekonferenz die harten Fakten dazu präsentiert. Hier spielt Österreich weltweit eine große Rolle. Katherine Johnston, Senior Research Director, Global Wellness Institute, USA, bezeichnet Österreich dabei als „wellness tourism powerhouse" und belegte diese Aussage mit Zahlen. So liegt Österreich weltweit an sechster Stelle bei den Wellness-Destinationen, europaweit sogar an dritter Stelle hinter Deutschland und Frankreich. „Es gibt Länder, die liegen hier weit vorne, weil sie groß sind und es gibt kleine Länder die liegen vorne, weil sie ein großes Angebot haben, dazu gehört Österreich", sagt Johnston. Und auch Sue Harmsworth, Co-Vorsitzende Global Wellness Summit, Founder, ESPA International, streut Österreich Rosen, und hier vor allem Tirol. „Man nimmt hier vieles als selbstverständlich an, aber Tirol bietet in Sachen Wellness und Wellbeing ein riesiges Angebot", sagt Harmsworth.

Der Wellnessmarkt sei der Zukunftsmarkt im Tourismus, ist auch Tirol-Werber Josef Margreiter sicher. So würde etwa ein Fünftel der Tiroler Gäste Wellness als Mitgrund für den Urlaub in Tirol anführen. Auch ist die Wertschöpfung bei Wellnessgästen deutlich höher, sie liegt laut Margreiter bei 143 Euro pro Tag. Dies entspricht 20 % mehr als bei einem „normalen" Urlaubsgast. Johnston spricht österreichweit von 958 Euro, die der Wellnessgast pro Aufenthalt ausgibt. Die Einnahmen aus dem Wellnessbereich würden 56,9 Prozent der touristischen Gesamteinnahmen betragen.

Einen besonders großen Vorteil für Tirol sieht Franz Linser, Co-Vorsitzender Global Wellness Summit, CEO Linser Hospitality GmbH, in der Authentizität Tirols im Bereich Wellness. Diese würde sich nicht nur auf die speziellen Angebote der Hotellerie beschränken, sondern auch durch die unberührte Natur, die naturbelassenen Lebensmittel und die gesunde Lebensweise widergespiegelt.

Von 2013 bis 2015 hat der Wellness-Tourismus in Österreich um 10 % zugelegt und liegt nun bei 14,6 Millionen Nächtigungen. Der Anteil der Gäste in der Sparte stieg in derselben Zeit von 32,8 % auf 36,5 %. (aha)

SKIN INC.
Business • Treatments • Science

Global Wellness Summit Presents Six Leadership Awards at Annual Gathering

October 25, 2016 | Contact Author

The 10th annual Global Wellness Summit sold-out with more than 500 attendants from 45 different countries. This event presented six leadership awards to people who aided in shaping the global wellness economy in a positive way and was determined by the GWS board.

The Leadership in Workplace Wellness award was presented to Dr. Fikry Isaac. He was a vice president of global health services for Johnson & Johnson and was nominated for his workplace health promotion and global health achievements.

The Leadership Woman in Wellness award was presented to Belgin Aksoy. She is the founder of Global Wellness Day, reaching out to over 90 countries with this movement to improve the wellness industry.

The Leader in Sustainability award was presented to Balthasar Hauser. He is the owner of Biohotel Stanglwirt and was rewarded for his creation of the sustainable Tyrolean spa resort.

The Leader in Innovation award was presented to Richard Schmitz. He is the CEO of H/S/M Hotel and Spa Management and received the award for his decision in 1983 to add "& Spa" to the "Brenners Park Hotel & Spa."

The Debra Simon Award for Leader in Furthering Mental Wellness was presented to Jeremy McCarthy. He is the group director of spa and wellness for the Mandarin Oriental Hotel Group. The recipient is the first to be presented this award due to his accomplishments in psychology in the spa industry.

The Shark Tank of Wellness was presented to Shahrin Ali Raivi in front of a panel of six judges and sponsors on stage at the gathering. Her idea to make sustainable sanitary napkins accessible to 80% of women throughout Bangladesh caught the judges' attention. She planned to rid the women of unsanitary and ineffective methods like sand, leaves, mud and unsterilized rags by using leftover cotton from the country's industry.

spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

25 Oct 2016

Shark Tank of Wellness competition student winner hopes to help poor women access sanitary napkins

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 0

Ali Raivi won for her concept to make sustainable sanitary napkins accessible to the 80% of women throughout Bangladesh who currently rely on unsanitary and ineffective options

The first-ever Shark Tank of Wellness Student Competition took place at last week's Global Wellness Summit in Kitzbuhel, Austria, awarding a top prize of US$5,000 to Shahrin Ali Raivi from North South University in Bangladesh.

Ali Raivi won for her concept to make sustainable sanitary napkins accessible to the 80 per cent of women throughout Bangladesh who currently rely on unsanitary and ineffective options like sand, leaves, mud and unsterilised rags.

Her Mukto Sanitary Napkin concept makes use of materials left over from the country's cotton industry, and promises to reduce the health and social problems associated with this issue. Ali Raivi accepted the award via Skype from Bangladesh.

A panel that included judges from across the wellness industry interrogated three student finalists live on stage before deciding on the winner.

The two runner-ups received US$2,500 each and were Regina Tarany with "TreatAdvisor" and Svejetlana Radakovic's "Spa Watch," both from the IMC University of Applied Sciences Krems in Austria.

Judges for the inaugural competition included Simon Casson, president, Hotel Operations, Europe, Middle East and Africa, Four Seasons Hotels and Resorts; Tracey Chappell, senior vice president, global spa solutions, ESPA International; Jane Iredale, president & CEO, Iredale Mineral Cosmetics; Sheila McCann, general manager, Chiva-Som International Health Resort, Thailand; Frank Pitsikalis, founder & CEO, ResortSuite; and Frank Strobel, director of international sales, Klafs GmbH & Co.

The competition attracted more than 70 entries from 17 countries.

PROFESSIONAL spa & wellness

Balance, the healing power of nature and beauty and the brain on the agenda at 2016 GWS

Oct 18, 2016

Like Share 13 Tweet Pin it
Share 1

The healing power of nature, a balanced life and beauty and the brain were among the topics on the agenda on day one of the 2016 Global Wellness Summit.

The summit, the 10th anniversary even, is currently taking place in Kitzbuhel in the Austrian Tyrol and opened with a keynote by director, producer and cinematographer Louie Schwartzberg.

Schwartzberg spoke of the importance of "being kind to ourselves before we can be kind to others" and touched on the healing powers of flowers.

He advised delegates that the way forward is to "fertilise the world with love" and said: "The future has changed and it's filled with hope".

Day one of the summit, held under the topic of Back to the Future, also saw Franz Linser, head of Linser Hospitality and co-chair of the summit along side Espa founder and chairman Sue Harmsworth, speak.

Talking on the topic of Wellness as it was Meant to Be, Linser said we need to return to a lifestyle that entails living more in line with our natural rhythm.

"Wellness means embracing life as a whole and living naturally. We used to be hunters but now we are hunted, not really sure who is hunting us. Time maybe."

David Bosshart from Switzerland's Gottlieb Duttweiler Institute commented that we are living in a post-industrial, digital era of "convergence, abundance and imagination".

Although the world is at our fingertips we are in fact, becoming more tribal, Bosshart said, citingthe rise of Donald Trump and Turkish president Recep Tayyip Erdogan as examples of this.

"These are examples of what can happen if we don't take care," he said. In the afternoon, Dr Claudia Aguirre delivered a presentation on the topic of What Neuroscience teaches us about Beauty.

Dr Aguirre emphasised that although we tend to think of beauty as "coming in through the eyes, it come from all of our sense". Highlighting the impact of beautiful music, for example, on our brains, Aguirre also talked about the potentially transformational impact of beauty.

"Can beauty change our self-esteem? Absolutely. And can we then change our industry and the world around us? Absolutely". The day also included a panel on integrative medicine, hosted by Sue Harmsworth.

The panel included Lanserhof medical director Elke Benedetto-Reisch; Dr Harry König, head of medical care at Brenners Park-Hotel & Spa; Dr Imke König, spa director at Schloss Elmau; and Dr Christine Stossier, co-founder of Viva Mayr on the panel

Dr Hary König said that in his view, integrative medicine "is about having individual conversations with people and helping them lead healthier lives".

He also said that we need to step away from the digital world at times. "We need to learn how to switch off, " he commented.

Dr Imke König said that at Schloss Elmau , they are seeing an increasing number of clients who have problems sleeping, issues with digestion and with the reproductive system.

Dr König, trained in traditional Chinese medicine, added that we need to find balance in our lives. "The universe is organised rhythmically and we need to be as well.

"We need to give people that rhythm back, and we need to simplify our lives," she said. The 2016 Global Wellness Summit continues today.

Global Wellness Summit: Elite der Wellness-Branche tagte in Kitzbühel

Skift

Zappos.com CEO Tony Hsieh. The Amazon-owned online shoe and clothing retailer recently announced it is planning to launch a hotel business. *Silicon Prairie News/Malone & Company Photography / Flickr*

Rooms · Hotels

Footwear Expert Zappos Looks for a Fit in the Hospitality Business

Deanna Ting, Skift - Oct 19, 2016 6:00 pm

@deannating

SKIFT TAKE

It will be interesting to see what derives from Zappos' entry into the hotel business, and how it chooses to brand it. Given its Amazon ownership and funding, CEO Hsieh's knack for disruption, and the company's overall commitment to customer service, we can expect something pretty unique.

— Deanna Ting

At the Global Wellness Summit in Tyrol, Austria, Zappos, the Amazon-owned online footwear and clothing retailer announced it is contemplating a foray into a new business model: hotels.

Maggie Hsu, chief of staff to Zappos CEO Tony Hsieh, who made the announcement at the summit, told Skift, "I spoke about the fact that we're considering going into hospitality but didn't officially announce a Zappos hotel brand ... We're in the very early stages of brainstorming so I'd love to be back in touch in a few months when we've made more progress."

This isn't the first time Zappos has made an allusion to entering the hotel industry. As far back as June 2014, Hsieh made a comment, via Twitter, that the company could potentially have hotels, in a Twitter chat:

> **Q6: IT'S JUNE 2019. WHAT DOES ZAPPOS LOOK LIKE?**
>
> **A6: NO IDEA WHAT ZAPPOS WILL LOOK LIKE IN 2019... MAYBE ZAPPOS AIRLINES OR ZAPPOS HOTEL W/ SERVICE/CULTURE/COMMUNITY FOCUS? #INSIDEZAPPOS**

In a profile piece published in The Washington Post in December 2015, Hsieh also hinted at the company's first foray into a new field.

In his interview with The Post, Hsieh said that his unconventional decision to implement "holocracy" by eliminating bosses or managers from his company structure was driven by a desire to expand into new industries beyond e-commerce. With Hsu's announcement at the Global Wellness Summit, that desire seems closer to becoming a reality.

THE DOWNTOWN PROJECT: A TEST PILOT FOR ZAPPOS DEVELOPMENT?

In 2012, Hsieh launched the Downtown Project, an ambitious $350-million project aimed at revitalizing and transforming a derelict part of downtown Las Vegas into a new incubator of entrepreneurship, co-living, and co-working.

The project includes more than 300 different businesses, from shops and restaurants as well as two hotels: the Oasis at Gold Spike and Las Vegas Hostel. The Oasis at Gold Spike Hotel was newly renovated and reopened in 2014, and the Las Vegas Hostel was renovated and reopened in August 2015.

Zappos doesn't directly own or operate the hotels that are part of the Downtown Project. A spokesperson for Downtown Project said "Zappos is in no way involved with the ownership or management of any of Downtown Project's businesses, including hotels, and our pilots are not a precursor to anything that Zappos might do."

Reception to the Downtown Project since its launch has been very mixed. In April, the Downtown Project's CEO Mark Rowland resigned. Hsieh has also admitted the project is "a work in progress — like any startup."

The community-driven foundation upon which the Downtown Project was conceived, however, could be a bit of a blueprint for how Zappos approaches its hotels in the future, given Hsieh's earlier comments about community and Zappos hotels. And as Skift has noted before, co-living and co-working concepts could be the next big hospitality trend.

THE NEW AGE OF BRANDED HOTELS

Another noticeable trend in hospitality these days? New hotel brands being forged from existing brands outside the hotel space. Examples include: Equinox Hotels from the company known for its high-end gyms; West Elm Hotels from the company known for its home furnishings; Margaritaville Resorts from the company known for its line of restaurant-bars; and soon, Lagerfeld Hotels, brought to you by fashion designer Karl Lagerfeld of Chanel.

While it's not clear whether the Zappos brand will be the branded name of Zappos' new hotel venture, it is interesting that so many brands and businesses from outside the traditional hotel space are choosing to check into the hotel business.

Some of these transitions, for example, are a bit easier to understand. Take, for example, West Elm Hotels. Skift spoke with David Bowd, principal of West Elm Hotels, about the company's decision to launch hotels using its brand.

"West Elm has such incredible natural design taste," Bowd said. "It's a very familiar and comfortable product for many millions of users all over the world. That made this a very natural step into hospitality. Over the years, there's been a tendency for lifestyle and boutique hotels to combine with nightclubs, fashions, malls." He added, "When you go into a West Elm store it feels like you're in a neighborhood. We want you to have that same feeling when you check into a West Elm hotel."

As Skift noted earlier this year, many boutique hoteliers are also looking to established brands to tell better stories with their lifestyle hotels.

AQUÆ.fr
L'OFFICIEL EAU SANTÉ & BIEN-ÊTRE

GWS : conférences sur l'industrie européenne du bien-être

Le **Global Wellness Summit 2016**, qui se tiendra du 17 au 19 octobre au Tyrol en Autriche, accueillera plusieurs économistes européens afin de faire le point sur l'industrie européenne du bien-être et sur son avenir. **Barbara Kolm**, directrice du Austrian Economics Center, **David Bosshart**, président – directeur général de Gottlieb Duttweiler Institute, **Thierry Malleret**, cofondateur de The Monthly Barometer ainsi que **Jan-Emmanuel De Neve**, professeur agrégé à Oxford et co-editor du World Happiness Report s'exprimeront sur les indicateurs économiques clés et sur les tendances qui impacteront prochainement le marché du bien-être.

Barbara Kolm animera le 18 octobre la conférence "*The European Economy From a Wellness Point of View*" tandis que Thierry Malleret s'exprimera sur la thématique "*Changes Underway Affecting Wellness: Who is at Risk and Who will be the Winners?*". La conférence "*Economics of Happiness and Well-being: Why These Measurements are Important and What is Their Impact?*" sera tenue par Jan-Emmanuel De Neve. David Bosshart se projettera quant à lui sur l'avenir avec la conférence "*Wellness 2030 – From Old Fashioned Industrial Romance to Data Buddhism*".

Posté le **3 octobre 2016** dans la catégorie **LES THÉMATIQUES**

leisure-kit.net

08 Sep 2016

'Back to the Future' theme for The Global Wellness Summit 2016

Supplier: Global Wellness Summit

More Global Wellness Summit details

The 10th annual Global Wellness Summit takes place in Tyrol, Austria this October 17 to 19.

The theme, "Back to the Future," reflects the conference's 10th anniversary and the agenda will be packed with speakers and panels exploring the future of spa and wellness and celebrating its long history – with a sharp focus on how spa and wellness has developed throughout Europe over the last century.

Illustrious economists and trend researchers will share deep, provocative insights into what's coming next and how it impacts the future of the spa and wellness economy.

Delegates will hear from David Bosshart, managing director of European think tank, Gottlieb Duttweiler Institute; Barbara Kolm, director of the Austrian Economics Center; Thierry Malleret, co-founder of the predictive analysis resource, The Monthly Barometer; and The Future Hunters' President & CEO Edie Weiner.

Pioneers in medical wellness, including Henri Chenot, founder of the Chenot Group; Dr. Harald Stossier, director of the Viva Mayr Medical Clinic, famed for its FX Mayr detox cure; and Dr. Elke Benedetto-Reisch, medical director, Lanserhof Group, known for her approach to modern Mayr medicine, will present.

And the next generation of wellness gurus will share their insights into the future, including Irene Forte who will reveal how Rocco Forte Hotels is appealing to the ever-influential millennial mindset.

Over its 10-year history, the Summit has consistently inspired delegates with its rich and diverse content – and a plethora of networking opportunities with leaders from every sector of the wellness economy: tourism, spa, education, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

More information on keynote speakers, panels and forums can be found on the Summit's website www.globalwellnesssummit.com.

Supplier: **Global Wellness Summit**
Miami FL United States
The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. 2016 marks the 10th anniversary of the Summit and will be held in Kitzbühel, Tyrol, Austria from October 17-19, 2016.
Web: www.globalwellnesssummit.com

Click here to visit Global Wellness Summit's leisure-kit listing

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

22 Sep 2016

Leading European economists to provide 'big picture' insights at Global Wellness Summit

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 0

David Bosshart heads up the European think tank, the Gottlieb Duttweiler Institute for Economic and Social Studies, which specializes in trend, economic, retail and social research

Four European economists will be keynote presenters at the Global Wellness Summit taking place from October 17-19 in Kitzbühel, Austria.

David Bosshart, CEO of the Gottlieb Duttweiler Institute; Barbara Kolm, director of the Austrian Economics Center; Jan-Emmanuel De Neve, associate professor at Oxford and co-editor of the World Happiness Report; and Thierry Malleret, co-founder of The Monthly Barometer, will analyse the key economic, geopolitical, social, technological and environmental trends now unfolding that will radically change our world, and re-write the wellness "concept" and market in the future.

"With uncertainty the new 'certainty' (i.e. Brexit, new waves of terrorism and political populism, lightning-fast technology and climate change), we want delegates to hear from top economic strategists who can help them see beyond the reactive short-term, and grasp the most critical changes on the horizon that will transform the world and the wellness market," said Susie Ellis, GWS chair and CEO. "These are provocative and prescient thinkers…and I encourage delegates to fasten their seatbelts."

Bosshart heads up the European think tank, the Gottlieb Duttweiler Institute for Economic and Social Studies, which specialises in trend, economic, retail and social research. His keynote, *Wellness 2030: From Old-Fashioned Industrial Romance to Data Buddhism* will kick off the Summit.

Bosshart will outline massive shifts coming (and already underway) because of ever more pan-connected data, and how this explosion will usher in profound changes in everything from geographical boundaries, to the perception of wealth, to what constitutes individual and collective wellbeing, to the very concept of "reality" – requiring entirely new strategies for both individuals and businesses to thrive.

Barbara Kolm is director of the Austrian Economics Center and president of the Friedrich A. V. Hayek Institute, both international think tanks. Kolm publishes economic analyses and provides governments with expertise on budgets and structural reforms.

Her keynote will explore crucial macro-economic developments now brewing across Europe, with a special focus on how the skyrocketing costs of healthcare and pensions mean current publicly funded models will not survive. She will also explore how this coming reality will give rise to a host of new, private, entrepreneurial models and incentives for preventative health, with serious implications for the wellness industry.

Jan-Emmanuel de Neve is associate professor of economics and strategy at Saïd Business School, University of Oxford as well as co-editor of the next World Happiness Report; deputy principal investigator for the ESRC What Works Centre for Wellbeing; and a research advisor to the Gallup Organization.

De Neve's work lies in behavioural economics and political economy, with the underlying theme being the study of human wellbeing. He will present on new ways of measuring happiness/wellbeing/wellness from an economic perspective, why this project is so important, what the real drivers of human wellbeing are, and the objective benefits of driving more subjective wellbeing in the world.

He will also explain how this new qualitative data is spurring more policymakers to put happiness and wellbeing at the centre of policy – a clear opportunity for the wellness industry.

Thierry Malleret is co-founder and primary author of The Monthly Barometer, a predictive analysis for private investors and influential decision-makers. Malleret also founded the Global Risk Network at the World Economic Forum.

His keynote will provide a crash course on the most pressing economic, social, geopolitical and environmental trends underway globally, such as the surge in wealth inequality, political populism, uncontrolled immigration, climate change and rising seas, to create a global risk/opportunity map: identifying which regions/nations face the biggest threats to their economies – and wellness and wellness travel markets – and which look to have the brightest, most stable futures.

On the evening of Summit Day 1, delegates can join an intimate, fireside "Kaffee Conversation" with Bosshart, Kolm, De Neve and Malleret for more insight on everything from how key economic trends will impact their particular market, to where the EU and Brexit is headed.

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

27 Sep 2016

Global Wellness Summit unveils full agenda

BY JANE KITCHEN

GWS co-chairs Dr. Franz Linser (left) and Sue Harmsworth (middle), with GWS CEO Susie Ellis (right) in Austria

The Global Wellness Summit has released the agenda for its historic 10th anniversary conference, set to take place 17-19 October in Tyrol, Austria.

"Unveiling the agenda every year is always a thrill; however, this year marks so many milestones for both the Summit and the wellness industry, and we're particularly excited about the speakers, discussion topics and networking opportunities we've curated for delegates this year," said Susie Ellis, GWS chair and CEO. "I can't thank our co-chairs, Sue Harmsworth and Dr. Franz Linser enough for their brilliant guidance."

This year's sold-out Summit will be attended by more than 500 delegates hailing from 45 countries, and the agenda's theme - "Back to the Future" – will celebrate the history of health and wellness while exploring its future.

Some highlights of the 10th Anniversary Global Wellness Summit include:

Future Focus – Delegates will learn about the economic, political, social and technological trends that will rewrite our world and the wellness markets; new directions in medical wellness, wellness tourism and thermal bathing culture; and how wellness is shaking up everything from the beauty concept to architecture and real estate.

Inspiring Moments – After delivering his keynote on "Mental Toughness," Stephen Eberharter – Olympic gold medalist, world champion and World Cup winner – will join Summit delegates at the top of Kitzbühel's Hahnenkamm Mountain for an afternoon of outdoor activities and networking. The first-ever Debra Simon Award for a Leader Furthering Mental Wellness will be given. Cinematographer Louie Schwartzberg will share never-before seen footage when he opens the Summit.

10th Anniversary Time Capsule – Marking the milestone, Edie Weiner will inspire delegates to contribute their thoughts about the trends that are likely to impact the wellness industry in the near future. Weiner will also be on stage at the Summit's finale to ceremoniously seal the time capsule.

Shark Tank of Wellness Student Competition – The first-ever "Shark Tank of Wellness" student competition puts three finalists on stage to present their innovative wellness concepts, competing for grand prizes totalling $10,000 in front of a panel of judges and the audience.

UNTERNEHMEN-HEUTE.de

10. Global Wellness Summit: Wellness-Elite trifft sich in Tirol und im Naturhotel Waldklause

In PRESSEMELDUNGEN 6. September 2016, 19:29 Uhr pr-gateway

10. Global Wellness Summit: Wellness-Elite trifft sich in Tirol und im Naturhotel Waldklause

Längenfeld, 6. September 2016 - Der weltweit größte Branchentreff der Wellness- und Gesundheitsbranche, der "Global Wellness Summit" (GWS), findet in diesem Jahr in Tirol statt. Vom 17. bis 19. Oktober 2016 werden rund 500 geladene Experten, Führungskräfte und Vordenker aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur, Immobilien und Technologie aus 40 Ländern im Kitzbühler KitzKongress erwartet. Mit dabei: das Naturhotel Waldklause als eines der Wellness-Vorzeigebetriebe Österreichs.

"Zurück in die Zukunft"
Unter dem diesjährigen Motto "Zurück in die Zukunft" werden beim Global Wellness Summit rund 50 Vorträge gehalten, diskutiert und Meinungen ausgetauscht sowie gemeinsam in die Zukunft geblickt. Zu den deutschsprachigen Top-Rednern des GWS, der in diesem Jahr zum zehnten Mal stattfindet, zählen beispielswiese Dr. Christian Harisch, Lanserhof Group, Dr. Harald Stossier, Vivamayr Medical Clinic, und Dr. Harry F. König, Brenners Park-Hotel & Spa. Dabei wird den Teilnehmern einerseits eine einzigartige Perspektive auf die Zukunft der Wellness- und Spa-Industrie gegeben, andererseits werden historische Beiträge der Branche innerhalb Europas und Österreichs beleuchtet.

Der Kongress 2016 findet durch die Initiative des Tiroler Wellnessexperten und Mitglieds des GWS-Vorstands Dr. Franz Linser zum ersten Mal in Österreich statt. "Wir wollen ein regionaltypisches Gesamterlebnis vermitteln und Tirol perfekt präsentieren", so Linser. "Erstmals werden die Teilnehmer in kleinen Hotels wohnen und Kontakt mit dem Dorf und seinen Bewohnern haben. Wir werden bewusst die Natur miteinbeziehen und die heimische Hotellerie einladen, von den Besten zu lernen."

Fokus auf Nachhaltigkeit
Bei der Planung des Kongresses wurde großen Wert auf das Thema Nachhaltigkeit gelegt. So wird es rund um den GWS viele Besichtigungen von Leitbetrieben geben, im Umkehrschluss sollen aber auch Tiroler Betriebe unter dem Motto "Learn from the best" von einer Wissensvermittlung profitieren. Dabei können die Delegierten zum Beispiel an sieben verschiedenen Prä- und Post-Summit-Trips teilnehmen und zum Beispiel vom 19. bis 22. Oktober "Beispielhafte österreichische Wellnesshotels" besuchen und dort übernachten. Als eines der Vorzeigebetriebe steht dabei das Naturhotel Waldklause auf dem Programm, mit besonderem Fokus auf seine hochwertige innovitale Küche. "Wir sind stolz, dabei zu sein und freuen uns sehr, internationalen Spitzenvertretern der Branche unsere Philosophie eines nachhaltigen Wellness-Designhotels vorzustellen", so Irene und Edmund Auer, Inhaber des mehrfach ausgezeichneten Naturhotels.

Österreich ist fünftgrößter Wellnessmarkt der Welt
Laut "Global Wellness Institute" (GWI) rangierte Österreich 2014 auf Platz eins bei den Pro-Kopf-Einnahmen bei Wellnessreisen und ist somit der fünftgrößte Markt der Welt. Österreichs Wellnesstourismus-Umsatz ist in den vergangenen zwei Jahren um 7,5 Prozent von 11,8 Milliarden Euro in 2013 auf 12,7 Milliarden Euro in 2015 gewachsen. In Tirol hat der gesamte Wellness-Cluster, der branchenvernetzt über 100 Mitgliedsbetriebe mit rund 7.300 Arbeitsplätzen vereint, rund 461 Millionen Euro Jahresumsatz erwirtschaftet.

Über den Global Wellness Summit
Der Global Wellness Summit (GWS) ist ein jährlicher, internationaler Branchentreff der Wellness- und Gesundheitsindustrie, der geladene Entscheidungsträger und Visionäre zusammenbringt, um gemeinsam die Zukunft des 3,4 Billionen US-Dollar-Marktes zu gestalten. Die Veranstaltung findet jedes Jahr in einem anderen Land der Welt statt, so bisher in den USA (New York und Aspen), in der Schweiz (Interlaken), in der Türkei (Istanbul), auf Bali, in Indien (Neu Delhi), Marokko (Marrakesch) und Mexico (Mexico City). In diesem Jahr treffen sich die Delegierten zu ihrem zehnten Kongress in Kitzbühel in Tirol. www.globalwellnesssummit.com

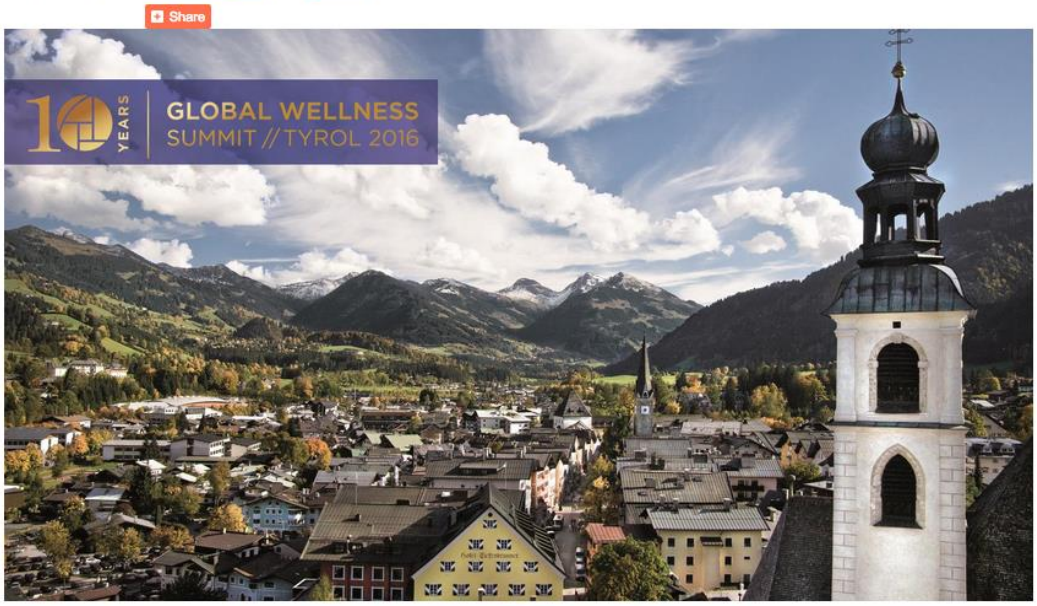
Pressekontakt
PresseService Petra Schildbach
Petra Schildbach
Professorenweg 9
35394 Gießen
0641-943184
p.schildbach@ps-pr.de
http://www.ps-pr.de

PROFESSIONAL spa & wellness

Global Wellness summit announces new keynote speakers

Sep 07, 2016

Like Share 11 Tweet Pin it Share



The Global Wellness Summit has announced David Clay Large and Tom Bauer as keynote speakers at the 2016 summit in Austria next month.

Historian and professor David Clay Large, senior fellow at the Institute of European Studies at University of California, Berkeley will deliver a keynote at the summit in Kitzbühel in the Austrian Tyrol on October 17-19.

Large, who is the author of 11 books, including The Grand Spas of Central Europe, will cover the cultural and artistic history of central European spa towns in his keynote address.

Tom Bauer, chief operating officer of thermal resort group Vamed Vitality World, will examine trends in and the future of thermal bathing destinations in his keynote speech.

The 2016 Global Wellness Summit, the 10th to date, is expected to attract around 500 delegates, making the largest to date.

Bild: Emanuel Kaser

Global Wellness Summit: Vom 17. bis 19. Oktober 2016 findet der Global Wellness Summit heuer erstmals in Österreich statt. Rund 500 Teilnehmer aus 40 Ländern werden zum wichtigsten internationalen Treffen der Wellness-Branche erwartet. Damit wird die 10. Auflage zur größten Veranstaltung in der Geschichte des Global Wellness Summit. Der Global Wellness Summit (GWS) bringt als internationaler Kongress für geladene Gäste einmal im Jahr Entscheidungsträger und Visionäre aus aller Welt zusammen, um die Zukunft der 3,4 Billionen Dollar großen globalen Wellness-Branche zu gestalten. In Kitzbühel werden im Herbst rund 500 Spitzenvertreter aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur/Design, Immobilien, Produktion und Technologie erwartet. In den vergangenen Jahren fand der Summit in den USA, der Schweiz, der Türkei, Bali, Indien, Marokko und Mexiko statt. V. l.: Franz Linser, Susie Ellis, LH Günther Platter und Jürgen Bodenseer.

Global Wellness Summit zu Gast in Kitzbühel

Gepostet am 9. August Foto: Medialounge

Vom 17. bis 19. Oktober findet der Global Wellness Summit erstmals in Österreich statt. Rund 500 Teilnehmer aus 40 Ländern werden zur zehnten Auflage des Branchentreffens erwartet.

„Das Thema Wellness passt wunderbar in Tirols Tourismusbild. Es passt zu unseren Bergen und hochkarätigen Betrieben. Es ist ein weltweites Zukunftsthema, hinter dem viel Fachwissen, Fachkräfte und Arbeitsplätze stehen", freut sich WK-Präsident Jürgen Bodenseer darauf, dass der Global Wellness Summit (GWS) seinen zehnjährigen Geburtstag erstmals in Österreich, genauer im K3 KitzKongress feiern wird. „Wellness ist zukunftsträchtig, nachhaltig und ganzjährig. Der Austausch mit den weltweit größten Kapazundern der Branche bietet den Tiroler Unternehmen viele Möglichkeiten", so Bodenseer.

Der Global Wellness Summit bringt als internationaler Kongress einmal im Jahr Entscheidungsträger und Visionäre aus aller Welt zusammen, um die Zukunft der 3,4 Billionen Doller großen globalen Branche zu gestalten. In Kitzbühel werden im Herbst rund 450 Spitzenvertreter aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur/Design, Immobilien, Produktion und Technologie erwartet. Tirol konnte sich in der Frage der Austragungsstätte gegen Mexico City, Abu Dhabi und Neuseeland durchsetzen. Damit kehrt der Kongress zum Jubiläum in die „Wiege des Wellness-Tourismus" – wie Tirol von Experten bezeichnet wird – zurück.

Wirtschaftliche Effekte

Das diesjährige Motto des Global Wellness Summit, der vom Land, der WK und Kitzbühel finanziell unterstützt wird, lautet: Zurück in die Zukunft. Die Veranstaltung wird einerseits eine Perspektive auf die Zukunft der Wellness- und Spa Industrie geben und andererseits historische Beiträge zur Industrie innerhalb Europas und Österreichs zur Schau stellen.

„Tirol hat in Sachen Wellness eine hohe Glaubwürdigkeit", betont LH Günther Platter und verweist auf das Cluster Wellness, in dem 105 Betriebe gelistet sind, „die im Jahr 461 Millionen Euro an Umsatz erwirtschaften und rund 7.000 Menschen beschäftigen." Die Effekte des internationalen Gipfeltreffens für Tirols Wirtschaft sind beachtlich. In und um Kitzbühel werden rund 2.000 Nächtigungen erwartet. Beim letzjährigen GWS wurde ein Umsatz von rund 1,35 Mio. Euro verzeichnet und die Berichterstattung weist einen Werbewert von 1,35 Mio. Euro auf.

„Es wird ein Summit mit Tirol-Spezifika", verrät Wellnessexperte und Mitglied des Vorstands, Franz Linser. „Erstmals werden die Teilnehmer in kleinen Hotels wohnen und Kontakt mit dem Dorf und seinen Bewohnern haben. Wir werden bewusst die Natur miteinbeziehen und die heimische Hotellerie einladen, von den Besten zu lernen."

WirtschaftsBlatt

16.08.2016, 04:30 von Alexander Pfeffer, Christoph Pridun

Wellnesswelt versammelt sich in Kitzbühel

INNSBRUCK. "Zum Zehn-Jahre-Jubiläum kehrt der Kongress in die Wiege des Wellnesstourismus zurück",freute sich Susie Ellies, Präsidentin und CEO von Global Wellness Summit. Gemeinsam mit Tirols Landeshauptmann, Günther Platter, Jürgen Bodenseer, Präsident der Wirtschaftskammer Tirol, und Franz Linser, CEO von Linser Hospitality, präsentierte sie die Pläne für den Global Wellness Summit, der von 17. bis 19. Oktober in Kitzbühel stattfinden wird. Erwartet werden rund 500 Vertreter aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur, Immobilien und Technologie.

"Der Wellnesscluster Tirols versammelt branchenvernetzend über 100 Mitgliedsbetriebe mit rund 7300 Arbeitsplätzen, die zusammen jährlich rund 461 Millionen € Umsatz erwirtschaften", erklärte der Landeshauptmann stolz.

(WirtschaftsBlatt, Print-Ausgabe, 2016-08-16)

Tiroler Tageszeitung

Letztes Update am Mo, 08.08.2016 14:08 TT / Tiroler Tageszeitung Onlineausgabe

STANDORT TIROL

Kitzbühel ist Gastgeber für den „Global Wellness Summit“

Letztes Jahr Mexico City, heuer Tirol: Der Kongress der Wellness- und Spa-Industrie findet im Oktober in Kitzbühel statt.

Innsbruck/Kitzbühel - Der „Global Wellness Summit" wird 2016 zum ersten Mal in Österreich stattfinden. Von 17. bis 19. Oktober werden rund 500 Teilnehmer aus 40 verschiedenen Ländern zur 10. Auflage des internationalen Kongresses nach Kitzbühel kommen. Die Organisatoren gehen bei der Veranstaltung von einem Werbewert von rund 2,8 Mio. Euro aus, teilten sie am Montag bei einer Pressekonferenz in Innsbruck mit.

Handtücher aus dem Wellnessbereich können ein Brandrisiko darstellen. ©iStock

Mexico City machte Umsatz von 1,35 Mio. Euro

Beim letztjährigen „Global Wellness Summit" in Mexico City sei ein Umsatz von rund 1,35 Mio. Euro verzeichnet worden. Rund 2.000 Nächtigungen würden in und rund um Kitzbühel während der Veranstaltung erwartet, meinte Tirols Landeshauptmann Günther Platter (ÖVP). Außerdem sei der Kongress der ideale Ort für Tiroler Vorzeigebetriebe sich zu präsentieren, fügte der Landeshauptmann hinzu. Das Land unterstütze den Kongress mit insgesamt 230.000 Euro aus dem Tourismusförderungsfonds, weitere 70.000 Euro kommen von Wirtschaftskammer und dem Tourismusverein Kitzbühel.

Das heurige Motto lautet „Zurück in die Zukunft", erklärte Franz Linser, Mitglied des Vorstandes des „Global Wellness Summit". Den Teilnehmern soll einerseits eine Perspektive auf die Zukunft der Wellness- und Spa-Industrie gegeben und andererseits sollen historische Beiträge zur Branche innerhalb Europas und Österreichs zur Schau gestellt werden. Rund 50 Vorträge sollen bei dem Kongress gehalten werden.

Österreich als fünftgrößter Wellness-Markt der Welt

Laut dem „Global Wellness Institute" (GWI) rangierte Österreich 2014 auf Platz eins bei den Einnahmen pro Kopf bei Wellnessreisen, und ist somit der fünftgrößte Markt der Welt. Österreichs Wellnesstourismus-Umsatz sei in den vergangenen zwei Jahren um 7,5 Prozent von 11,8 Mrd. Euro im Jahr 2013 auf 12,7 Mrd. Euro im Jahr 2015 gewachsen. In Tirol habe der gesamte Wellness-Cluster 461 Mio. Euro Jahresumsatz erwirtschaftet, fügte Platter hinzu. (APA)

PRESSEZONE
Die multimedialen Presse-News in Text, Ton, Film und Bild

Ressort: Events, Gesundheit, Tourismus, Wirtschaft
Datum: 10.8.2016
Ort: Innsbruck

Twittern G+1 0 Gefällt mir 1

Global Wellness Summit 2016: Die Elite der Branche zu Gast in Tirol/Kitzbühel

Vom 17. bis 19. Oktober 2016 findet der Global Wellness Summit heuer erstmals in Österreich statt. Rund 500 Teilnehmer aus 40 Ländern werden zum wichtigsten internationalen Treffen der Wellness-Branche erwartet. Damit wird die 10. Auflage zu größten Veranstaltung in der Geschichte des Global Wellness Summit.

Der Global Wellness Summit (GWS) bringt als internationaler Kongress für geladene Gäste einmal im Jahr Entscheidungsträger und Visionäre aus aller Welt zusammen, um die Zukunft der 3,4 Billionen Dollar großen globalen Wellness-Branche zu gestalten. In Kitzbühel werden im Herbst rund 500 Spitzenvertreter aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur/Design, Immobilien, Produktion und Technologie erwartet. In den vergangenen Jahren fand der Summit in den USA, der Schweiz, der Türkei, Bali, Indien, Marokko und Mexiko statt. „Zum 10-Jahres-Jubiläum kehrt der Kongress in die ‚Wiege des Wellness-Tourismus' zurück", freut sich **Susie Ellies**, President & CEO Global Wellness Summit. Im Rahmen des Global Wellness Summits wird sich einerseits Tirols Wellness-Elite präsentieren und andererseits ganz Tirol als Wellness-Oase mit seinen natürlichen Ressourcen und seiner perfekten Infrastruktur ins Rampenlicht gerückt. Tirol sei der perfekte Austragungsort für die Jubiläumsveranstaltung betont auch Tirols Tourismusreferent und Landeshauptmann **Günther Platter**, der darüber hinaus festhält: „Der Wellness-Cluster Tirols versammelt branchenvernetzend über 100 Mitgliedsbetriebe mit rund 7.300 Arbeitsplätzten, die zusammen jährlich rund 461 Mio. Euro Umsatz erwirtschaften. Der wirtschaftliche Effekt des „Ganzjahresthemas Wellness" sei für den Standort Tirol von großer Bedeutung, erklärt auch Tirols Wirtschaftskammerpräsident **Jürgen Bodenseer**: „Unser Leitbetriebe haben beim Wellnessgipfel auch die Möglichkeit sich international noch stärker zu vernetzen."

Der Kongress 2016, der vom Gastgeberland Tirol, Kitzbühel und der Wirtschaftskammer finanziell unterstützt wird, findet über Initiative des Tiroler Wellnessexperten **Franz Linser** erstmals in Österreich statt – konkret im KitzKongress in Kitzbühel/Tirol. „Wir wollen ein regionaltypisches Gesamterlebnis vermitteln und Tirol perfekt präsentieren", so Linser. In der Planung des Kongresses sei viel Wert auf Nachhaltigkeit gelegt worden, so gebe es rund um den GWS viele Besichtigungen von Leitbetrieben, aber auch bereits geplante Wissensvermittlung unter dem Motto „Learn from the best" hin zu den Tiroler Betrieben. Das diesjährige Motto lautet "Zurück in die Zukunft" und wird den Teilnehmern einerseits eine einzigartige Perspektive auf die Zukunft der Wellness- und Spa Industrie geben, und andererseits historische Beiträge zur Industrie innerhalb Europas und Österreichs zur Schau stellen.

Co-Vorsitzende des diesjährigen Treffens sind die in Großbritannien geborene Unternehmerin, **Sue Harmsworth**, Gründerin und Vorsitzende von ESPA International, einer der weltweit führenden Spa-Marken in mehr als 55 Ländern, **Franz Linser**, Gründer und Geschäftsführer der internationalen Beratungsfirma Linser Hospitality, ehemaliger Trainer der österreichischen Ski-Nationalmannschaft und ehemaliges Mitglied des Europäischen Parlaments; sowie **Susie Ellis**, Vorsitzende und Geschäftsführerin des Globalen Wellness Institutes.

Die Effekte des internationalen Gipfeltreffens sind in mehrfacher Hinsicht beachtlich: In und rund um Kitzbühel werden rund 2000 Nächtigungen erwartet, beim letztjährigen Global Wellness Summit wurde ein Umsatz von rund 1,35 Mio. Euro verzeichnet. Und die internationale Berichterstattung weist einen Werbewert von ca. 2,8 Mio. Euro aus.

Beim Global Wellness Summit wird auch der aktualisierte Forschungsbericht des Global Wellness Institute (GWI) veröffentlicht. Daraus geht hervor, dass der Wellness-Tourismus weltweit betrachtet heute etwa 50% schneller als der Gesamttourismus wächst. Der gesamte globale Wellness-Cluster ist mit einer Größe von ca. $ 3,4 Billionen eine Mega-Industrie und entspricht etwa der dreifachen Größe der gesamten Pharma-Industrie. Der Wellness-Tourismus, als tragende Säule der globalen Wellness-Industrie, hat etwa eine Größe von ca. $ 500 Milliarden. International gesehen ist Europa mit ca. 216 Millionen Wellness-Reisen pro Jahr die Nummer 1.
Laut GWI rangierte Österreich 2014 auf Platz 1 bezüglich Einnahmen pro Kopf hinsichtlich Wellnessreisen, und ist somit der 5. größte Markt der Welt. Dies belegt nicht nur die für Österreich weltweit bekannte Wellness-Kultur, wie zum Beispiel alpines Klima, saubere Umwelt, Thermalwasser, eine voll entwickelte Spa-Industrie und unzählige Sport- und Freizeitaktivitäten, sondern auch die Tatsache, dass die hiesigen Wellness-Pioniere vor über 25 Jahren erstmals das in den USA entwickelte Gesundheitskonzept „Wellness" in einem touristischen Kontext interpretiert und geschickt vermarktet haben. Österreichs Wellness Tourismus Reisen wuchsen in den letzten zwei Jahren um 11,8% - von 12,1 Millionen Reisen (In- und Ausland zusammen) im Jahr 2013 auf 13,5 Millionen im Jahr 2015. Österreichs Wellness Tourismus Umsatz stieg um 7,5% von 2013 bis 2015, von € 11,8 Mrd. auf 12,7 Mrd. €. Auch mit Blick auf Tirol bestätigt sich, dass der Wellness-Gast ein im wahrsten Sinne des Wortes „wertvoller" Gast ist: Die Tagesausgaben liegen im Winter mit 143 Euro/Tag deutlich über dem Tirol Schnitt (119 Euro). Und auch im Sommer liegen die Tagesausgaben beim Wellness-Gast (158 Euro) deutlich über dem Durchschnitt (123 Euro).

„Global Wellness Summit“ kommt nach Tirol

Österreich ist weltweit der fünftgrößte Markt für Wellnessreisen. Mitte Oktober findet der zehnte internationale Kongress „Global Wellness Summit“ in Kitzbühel statt. Die Veranstalter erwarten 500 Teilnehmer aus 40 Ländern.

Die zehnte Auflage des „Global Wellness Summit“ wird 2016 zum ersten Mal in Österreich stattfinden. Rund 500 Teilnehmer aus 40 verschiedenen Ländern werden von 17. bis 19. Oktober zum internationalen Kongress nach Kitzbühel kommen.

Beim letztjährigen „Global Wellness Summit“ in Mexico City sei ein Umsatz von rund 1,35 Mio. Euro verzeichnet worden. Rund 2.000 Nächtigungen würden in und rund um Kitzbühel während der Veranstaltung erwartet, so Landeshauptmann Günther Platter (ÖVP). Außerdem sei der Kongress der ideale Ort für Tiroler Vorzeigebetriebe sich zu präsentieren, fügte Platter hinzu. Das Land unterstütze den Kongress mit insgesamt 230.000 Euro aus dem Tourismusförderungsfonds, weitere 70.000 Euro kommen von Wirtschaftskammer und dem Tourismusverein Kitzbühel.

Zukunft der Wellness und Spa Industrie

Das heurige Motto lautet „Zurück in die Zukunft“, erklärte Franz Linser, Mitglied des Vorstandes des „Global Wellness Summit“. Den Teilnehmern soll einerseits eine Perspektive auf die Zukunft der Wellness- und Spa-Industrie gegeben, andererseits sollen historische Beiträge zur Branche innerhalb Europas und Österreichs zur Schau gestellt werden. Rund 50 Vorträge sollen bei dem Kongress gehalten werden.

Österreich auf Platz eins bei Wellnessreisen

Laut dem „Global Wellness Institute“ (GWI) rangierte Österreich 2014 auf Platz eins bei den Einnahmen pro Kopf bei Wellnessreisen, und ist somit der fünftgrößte Markt der Welt. Österreichs Wellnesstourismus-Umsatz sei in den vergangenen zwei Jahren um 7,5 Prozent von 11,8 Mrd. Euro im Jahr 2013 auf 12,7 Mrd. Euro im Jahr 2015 gewachsen. In Tirol habe der gesamte Wellness-Cluster 461 Mio. Euro Jahresumsatz erwirtschaftet, fügte Platter hinzu.

Link:

- **Global Wellness Institute** <http://www.globalspaandwellnesssummit.org/>

Publiziert am 08.08.2016

Zwei Klicks für mehr Datenschutz: Erst wenn Sie dieses Feld durch einen Klick aktivieren, werden die Buttons aktiv, und Sie können Ihre Empfehlung an Facebook, Twitter und Google+ senden. Schon beim Aktivieren werden Informationen an diese Netzwerke übertragen und dort gespeichert. Näheres erfahren Sie durch einen Klick auf das i.

- nicht mit Facebook verbundenSocial-Media-Dienste aktivieren

Kronen Zeitung
UNABHÄNGIG
www.krone.at

Foto: Fotolia/Anna Omelchenko

„Global Summit" in Kitzbühel ▶ 2000 Nächtigungen erwartet

Wellness-Elite zu Gast in Tirol

Vom 17. bis 19. Oktober findet der „Global Wellness Summit" in Kitzbühel statt. Rund 500 Delegierte aus 40 Ländern sowie zahlreiche Experten, Mediziner und Journalisten werden zum wichtigsten internationalen Treffen der Wellness-Branche erwartet.

New York, Istanbul, Mexico City – der „Global Wellness Summit" fand bereits in namhaften Städten statt, zu denen sich zum 10-jährigen Jubiläum nun auch Kitzbühel einreihen darf. „Trotz Mitbewerbern aus Neuseeland und Abu Dhabi hat sich Tirol durchgesetzt", zeigt sich LH Günther Platter stolz. Österreich rangiert bei den Pro-Kopf-Einnahmen im Wellness-Tourismus auf Platz 1, alleine in Tirol erwirtschaftet die Branche jährlich über 460 Millionen Euro.

Beim Gipfel selbst findet ein Austausch zwischen Spitzenvertretern aus Tourismus und Medizin statt. Neben den erwarteten 2000 Nächtigungen kann sich Tirol auf eine internationale Berichterstattung mit hohem Werbewert freuen. GB

Franz Linser, Susie Ellis, LH Günther Platter, Jürgen Bodenseer

Der Global Wellness Summit 2016 findet heuer erstmals in Österreich statt

Vom 17. bis 19. Oktober 2016 findet der Global Wellness Summit heuer erstmals in Österreich statt. Rund 500 Teilnehmer aus 40 Ländern werden zu dem internationalen Treffen der Wellness-Branche erwartet. Vertreter aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur/Design, Immobilien, Produktion und Technologie haben ihr Kommen zugesichert. Damit wird die 10. Auflage zur bislang größten Veranstaltung in der Geschichte des Global Wellness Summit. In den vergangenen Jahren fand der Summit in den USA, der Schweiz, der Türkei, Bali, Indien, Marokko und Mexiko statt.

Der Kongress 2016 wird vom Gastgeberland Tirol, Kitzbühel und der Wirtschaftskammer finanziell unterstützt und über eine Initiative des Tiroler Wellnessexperten Franz Linser ausgetragen – konkret im Tiroler KitzKongress. Das diesjährige Motto lautet "Zurück in die Zukunft". Es soll den Teilnehmern einerseits eine Perspektive auf die Zukunft der Wellness- und Spa-Industrie geben und andererseits historische Beiträge zur Industrie innerhalb Europas und Österreichs präsentieren. Co-Vorsitzende des diesjährigen Treffens sind die in Großbritannien geborene Unternehmerin Sue Harmsworth, Gründerin und Vorsitzende von ESPA International, Franz Linser, Gründer und Geschäftsführer der internationalen Beratungsfirma Linser Hospitality, sowie Susie Ellis, Vorsitzende und Geschäftsführerin des Globalen Wellness Institutes.

Die Effekte des internationalen Gipfeltreffens sind deutlich spürbar. In und rund um Kitzbühel werden knapp 2000 Nächtigungen erwartet. Beim letztjährigen Global Wellness Summit wurde ein Umsatz von rund 1,35 Mio. Euro verzeichnet. Die internationale Berichterstattung weist zudem einen Werbewert von ca. 2,8 Mio. Euro aus. Darüber hinaus legt ein Forschungsbericht des Global Wellness Institutes (GWI) dar, dass der Wellness-Tourismus weltweit betrachtet heute etwa 50% schneller als der Gesamttourismus wächst. Der gesamte globale Wellness-Cluster ist mit einer Größe von rund 3,4 Billionen Dollar beziffert. Laut GWI rangierte Österreich 2014 hinsichtlich Wellnessreisen auf Platz 1 bei den Pro-Kopf-Einnahmen. Dadurch ist Österreich der 5. größte Markt der Welt.

10. 08. 2016 / prs

Bildcredit: Emanuel Kaser

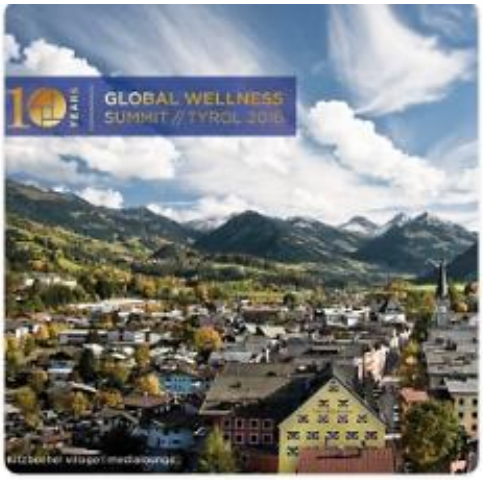
Drucken:
Zurück zur Startseite (FM Aktuell)

DAYSPA
The Premier Spa Business Resource

Global Wellness Summit Announces 10th Anniversary Conference Location

This year's conference will to convene in the European cradle of wellness tourism: Tyrol, Austria.

The Global Wellness Summit (GWS) recently announced that this year's conference will be held in the European cradle of wellness tourism on October 17-19 at KitzKongress, Kitzbühel in Tyrol, Austria. Delegates, including leaders and visionaries from the $3.4 trillion global wellness industry, will be given the unique opportunity to immerse themselves in what many consider the most important wellness experience of all: the splendor of nature. Nestled in the Austrian Alps, Kitzbühel is an authentic, medieval city and one of Austria's best-known year-round sports resorts – home of World Cup ski races in the winter, ATP Tennis in the summer and, increasingly, a year-round destination as emphasized by its popular Kitzbühel 365 campaign.



Tyrol puts wellness at the center of its economy, and holds a unique place in wellness history as a pioneer, bringing people and businesses together to promote a region's distinct health-focused offerings. It's the location of the first wellness hotel collaboration begun 30 years ago; 15 years ago Tyrol introduced the idea of forming a wellness cluster bringing together public and private partners to use their synergies to increase competitiveness and inspire innovation. This model has since been emulated in other parts of the world and "Cluster Wellness Tirol" now boasts a member network of more than 120 wellness businesses.

"Tyrol, Austria is an amazing example of a destination that has centered its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year-round wellness destination," said Susie Ellis, GWS chairman and CEO. "The region has what wellness seekers want: natural surroundings full of remarkable beauty; fresh air, clean water; great, authentic, local cuisine; and plenty of outdoor space to stay active and in touch with nature.

"This inspirational environment will no doubt help fuel transformative thought leadership about the future of wellness during the Summit," continued Ellis. "I can't think of a better venue for our tenth anniversary Summit – a kind of Wellness Davos."

Sponsors responsible for attracting the 2016 GWS to Kitzbühel, Tyrol, Austria include Tirol Werbung, Tourism Board Kitzbühel and Wirtschaftskammer Tirol.

"Bringing the premiere wellness conference to Tyrol is extremely gratifying for our region and will help us put a global spotlight on something we started decades ago: wellness tourism," said Günther Platter, Governor of Tyrol. "We look forward to welcoming the international community and exploring the exciting opportunities for the future of our remarkable region that offers so much of what people are looking for these days: the ability to slow down, get away and immerse in nature and joys of life."

According to research from the Global Wellness Institute, Austria ranks first in Europe in wellness more than 11 million guest arrivals in 2015, a remarkable achievement for a region with fewer than a million full-time residents.

This year's event is co-chaired by two members of the GWS board of directors: Susan Harmsworth MBE, founder of ESPA, the internationally-recognized luxury spa brand; and Dr. Franz Linser, founder and managing director of international consulting firm Linser Hospitality. Linser, an Austrian native, was fundamental in establishing Cluster Wellness Tirol.

The Summit is an invitation-only gathering for senior executives, for information about attending, click here. For sponsorship, contact Michelle Gamble (michelle.gamble@globalwellnesssummit.com).

To learn more about the 2016 GWS, visit: http://www.globalwellnesssummit.com/2016-summit.

2 NEWS Right Now
Coverage You Can Count On Carson City

Global Wellness Summit Recently Held Press Conference in Innsbruck, in Advance of Conference Headed to Tyrol, Austria this October

Posted: Aug 15, 2016 6:33 AM EDT

Governor of Tyrol, Günther Platter, identified the powerful impact that wellness tourism has on region; New data released: wellness tourism trips in Austria grew 12% over last two years

Miami, FL (PRWEB) August 15, 2016

The Global Wellness Summit (GWS), along with host sponsors Tyrol, Kitzbühel Tourism and the Tyrol Chamber of Commerce, held a press conference in Innsbruck, Austria last Monday that underscored the value of hosting the conference in Tyrol, as well as the wide-ranging economic impact that wellness tourism has on the region. And new data* released showed significant growth in Austria's wellness travel market: the small nation added 1.4 million wellness tourism trips from 2013 to 2015, to reach a pace of 13.5 million annually.

"The economic effect of 'year-round wellness' is very significant to our region," said Governor Günther Platter. "'The 'Wellness Cluster, Tyrol,' which consists of 120 member companies, creates 7,300 jobs and generates over 461 million annually."

As this year's Summit host, Tyrol's unique wellness resources, including its alpine climate/environment, thermal waters, mature spa industry, and sports/recreation activities (like skiing, hiking and cycling) will be on prominent display to the 500 delegates hailing from over 40 countries that represent every sector of the wellness industry," said Susie Ellis, GWS chairman & CEO. "Tyrol's Governor and its tourism authorities really 'get' the economic value that wellness tourism generates, and as the cradle of this fast-growing travel category, Tyrol, Austria is the perfect setting for the Summit's 10th anniversary."

Tyrol Economic Chamber President Dr. Jürgen Bodenseer noted, "Hosting the Summit gives Austria's leading wellness industry companies a unique opportunity to network on an international level with the influential delegates that the Global Wellness Summit attracts."

Conference co-chair and wellness expert, Dr. Franz Linser, said there is a strong emphasis on the long-term economic sustainability of the conference, and that will be supported by delegates touring the leading wellness companies in the region, along with educational sessions. He noted, "This will give Tyrolean companies a chance to learn from the best."

This year's Summit theme, "Back to the Future," will give participants a unique perspective on the future of wellness and spa, while also showcasing Europe and Austria's historic contributions.

During the Summit, the Global Wellness Institute (GWI) will publish updated research on the global, ten-sector wellness economy, currently valued at $ 3.4 trillion (three times the size of the worldwide pharmaceutical industry). A key component of the wellness economy is wellness tourism, valued at nearly $500 billion globally. According to the GWI, Austria ranked #1 in wellness travel revenues per capita in 2014, making it the 5th-largest market in the world. And data released at the press conference revealed that Austria's wellness tourism trips (domestic and international combined) grew 11.8% in the last two years: from 12.1 million trips in 2013 to 13.5 million in 2015 – outpacing Austria's overall growth in tourism trips by an impressive 86%.

The Summit itself will drive more than 2,000 overnight stays in and around the Kitzbühel area. And, as a measure of the Summit's value, last year's conference in Mexico City recorded estimated revenues of 1.35 million for the host region, while international media coverage was valued at 2.8 million. Each year's Summit grows in size and influence, and this has resulted in the establishment of a bidding process for the countries, cities, regions or businesses interested in bringing the global conference to their area.

Working with Susie Ellis, chairman & CEO of the Global Wellness Summit, are co-chairs Sue Harmsworth, MBE, the founder and chairman of ESPA International, a leading global spa brand spanning 55 countries; and Dr. Franz Linser, founder and managing director of international consulting firm Linser Hospitality, former Austrian Olympic team ski coach, and former member of the European Parliament.

The Global Wellness Summit attracts leaders from every sector of the wellness industry: tourism, spa, education, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

(*) New Global Wellness Institute estimates
(**) Overall tourism trip growth: Euromonitor 2015

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

For the original version on PRWeb visit: http://www.prweb.com/releases/GWS/Austria/prweb13614653.htm

Talk Wellness

The Stunning Spas in Kitz I: Spa-Rosa at A-Rosa Resort -

The Stunning Spas in Kitz I: Spa-Rosa at A-Rosa Resort Happy news: during the Global Wellness Summit in Mexico in 2015, my adopted home Kitzbühel has been chosen as venue for this years GWS event.All year round, Kitzbühel is stomping ground for local, regional and international athletes, high society, bon vivants, and all those, who enjoy the authentic ambience of a Tyrollean lifestyle. Events such as the (in)famous Hahnenkamm ski race, a Harley Davidson meeting, musical events – to name only a few – make this place very special.With the Global Wellness Summit now taking place in Wellness-Country Tirol in October 2016, it is time to present the stunning Hotel Spas in the Kitzbuehel area that reflect a heavenly combination of a down-to-earth Tyrollean country lifestyle and modern spa luxury.

Award winning 5* A-Rosa Resort One of the best settled and perfected spa operations can be found on 3000 square meters within the award winning 5* A-Rosa Resort, built in the style of a castle on the sunny side of the Kitzbühel valley. The hotel is surrounded by a very well manicured 9 hole golf course, resembling a Japanese garden setting with majestic mountain views.Unlike in other hotels, where spas can be 'hidden away' underground, spacious Spa-Rosa is located on the 3rd floor, providing not only daylight throughout the entire facility with great views for example from pool and relaxation areas, but also interminable supplies of the freshest of fresh air you can imagine!

My experience Lovely staff members welcome me on arrival in the spacious reception area, surrounded by a spa shop, a Kérastase hair salon, and – unique in Austria – the Kanebo Sensai Lounge.I am given a tour through the facility, during which

- I cannot wait to jump into the majestic pool
- I am having a hard time deciding which of the 7 different heat experiences I want to try first
- the Hamam and Rasul facilities immediately trigger a slight homesickness to Arabia
- the waterbeds in the indoor relaxation room look too comfy to ever wanting to get out again
- I learn that a great variety of treatments with products lines Sensai and St. Barth are offered in 22 beautiful treatment rooms
- I regret not having brought a friend to try the luxurious private spa suite for two with private sauna, jacuzzi, waterbeds and a lounge terrace
- I am impressed about the modern and professionally equipped fitness gym and studio with a group class schedule including activities such as Aqua Fitness, Body workout, EMS Training, Cross Fit, Stretching and more.

On a previous occasion, namely the Yoga Festival in Kitzbuehel (which takes place annually at the A-Rosa and must not be missed!), I was able to get to know members, philosophy and facilities of the resident Yoga School, offering several high quality Yoga classes to Hotel and Day Spa guests daily.

Pool, Sauna, Relaxation Centre piece of Spa-Rosa is certainly the magnificent indoor+outdoor pool, surrounded by cosy and comfy lounge chairs. The pool is heated throughout the year, which makes swimming pleasant even during times, in which the fantastic views over the mountains are blocked by silently falling snow flakes.

I like the layout of the facility, making the guest journey pleasant and effortless. After having changed in the spacious changing area, I head to the heat experiences.Space, space and more space. What a great change to many of the hotel spas I usually visit, where every square inch seems to be made use of.However, here at Spa-Rosa, space seems lavishly 'wasted', providing a sensation of freedom, eternity and air, which may also be granted to the fact of natural day light throughout the facility.All 7 themed saunas and steam rooms are logically arranged around the central foot bath area, a sattee, and showers, with immediate access to a private outdoor lounge area.

One thing you need to learn before visiting Tyrol is the quality of our fresh air! A-Rosa hotel is located above Kitzbühel city, surrounded by pine forests, with gentle breezes streaming along… Just breathing our lovely fresh air is pure heaven!Amongst the heat experiences at Spa-Rosa which offer several daily infusions and rituals, is the 'black' steam room (totally covered in black slate, with relaxing music providing a great reduction of stimuli for ultimate relaxation) and lovely Tyrollean wood style Saunas. I just can't seem to get enough.

I am afraid I have to pass on the Hamam Separee with Rasul and tea lounge, and inspect the 22 spacious and well equipped treatment rooms, in which treatments and rituals from all over the world are offered; with lines such as Sensai and St. Barth:

- facials and beauty treatments
- massages (including Thai, hot stone, pregnancy and kids massage)
- Ayurved treatments Abhyanga, Mukabhyanga, Pristhabyanga

I end my spa day in the spacious indoor relaxation area on one of the cosy water beds and deeply regret, that I am not nearly enough around to make one of their annual Spa Club memberships worth my while…**Conclusion**Spa-Rosa is a great concept, with well established operations, under passionate management. Spa programmes are developed detailed in depth and breadth, logically complementing each other.Go see for yourself!

Anja

Latest news

30 Jun 2016

Global Wellness Summit sponsors announced

BY JANE KITCHEN

Tweet Share G+1 Share 1

Global Wellness Summit chair and CEO Susie Ellis says she is looking forward to hosting a record number of attendees at this year's event

The Global Wellness Summit (GWS) has attracted sponsorship support from thirty-six companies and

organisations for the 10th annual Summit, taking place in Kitzbühel, Tyrol, Austria (October 17-19).

Sponsors span a wide array of industries and hail from 14 different countries. The 10th annual conference's theme, "Back to the Future," will explore the future of wellness, while celebrating its history.

"This year's conference theme reflects its location, Tyrol, Austria, a place where many modern-day wellness practices originated and where wellness is a way of life for both visitors and local residents," said Susie Ellis, chair and CEO of the GWS. "We are looking forward to hosting a record number of attendees in the historical, alpine city of Kitzbühel. Once again, we're thrilled to have unprecedented support from our twenty-five returning sponsors, and express our deep thanks and a warm welcome to the eleven first-time sponsors that join us this year."

Tirol Werbung, Kitzbühel Tourismus and Wirtschaftskammer Tirol, three entities focused on raising awareness of the Tyrol, Austrian region, have teamed together as host sponsors for this year's Summit.

Wellness media, marketing and gifting company Spafinder Wellness is returning as a multi-year sponsor supporting the this year's Industry Research, an update of the Global Spa & Wellness Economy Monitor.

Lifestyle brand BuDhaGirl, whose mission is to affect cultural change by turning everyday routines into rituals, returns as a Platinum Sponsor for a second year.

Five of the six Gold Sponsors – Biologique Recherche, Delos Living LLC, Gharieni, Lemi Group and Universal Companies – return this year, and the Summit will also welcome Canyon Ranch as a first-time Gold sponsor.

Events supported by Silver Sponsors include:

Global Wellness Awards, which honour individuals and organisations that have made a significant difference in the world of wellness, are sponsored by gold sponsor Gharieni, as well as Booker, The Debra Simon Family Foundation, Enaya Care and Rancho La Puerta.

Knowledge Workshops – these popular sponsored workshops will be held on registration day, October 16th. In addition to the two workshops led by gold sponsors Delos Living and Universal Companies, there will also be sponsored sessions by Lefay Resorts, Weight Watchers and Zeel.

Shark Tank of Wellness – this boldly reconceived

Student Challenge competition is open to students around the world and sponsored by Chiva Som, ESPA, Four Seasons Hotels & Resorts, Jane Iredale, KLAFs and ResortSuite.

2016 Industry Research – in addition to the support from Spafinder Wellness, Biologique Recherche and Universal Companies, an extensive update of the Global Spa & Wellness Economy Monitor is sponsored by Elemis, Hydrafacial, Performance Health, The BodyHoliday, Treatwell and Two Bunch Palms.

Energy Breaks - held each morning and afternoon during the Summit, will be hosted by gold sponsor Biologique Recherche, and silver sponsors Comfort Zone, Dornbracht, Eminence, June Jacobs and Sanitas.

Après Summit – this networking event takes place immediately following the close of the Summit on Day 3 and is sponsored by The Madison Collection.

"Having such a diverse group of distinguished companies from around the world step up to support the Summit is extremely gratifying. I look forward to welcoming them on stage and introducing them to Summit delegates in Tyrol," said Michelle Gamble, VP, Global Business Development.

wirtschaft.tirol
Wirtschaft auf den Punkt gebracht.

Global Wellness Summit zu Gast in Kitzbühel

Gepostet am 9. August

Foto: Medialounge

Vom 17. bis 19. Oktober findet der Global Wellness Summit erstmals in Österreich statt. Rund 500 Teilnehmer aus 40 Ländern werden zur zehnten Auflage des Branchentreffens erwartet.

„Das Thema Wellness passt wunderbar in Tirols Tourismusbild. Es passt zu unseren Bergen und hochkarätigen Betrieben. Es ist ein weltweites Zukunftsthema, hinter dem viel Fachwissen, Fachkräfte und Arbeitsplätze stehen", freut sich WK-Präsident

Jürgen Bodenseer darauf, dass der Global Wellness Summit (GWS) seinen zehnjährigen Geburtstag erstmals in Österreich, genauer im K3 KitzKongress feiern wird. „Wellness ist zukunftsträchtig, nachhaltig und ganzjährig. Der Austausch mit den weltweit größten Kapazundern der Branche bietet den Tiroler Unternehmen viele Möglichkeiten", so Bodenseer.

Der Global Wellness Summit bringt als internationaler Kongress einmal im Jahr Entscheidungsträger und Visionäre aus aller Welt zusammen, um die Zukunft der 3,4 Billionen Doller großen globalen Branche zu gestalten. In Kitzbühel werden im Herbst rund 450 Spitzenvertreter aus Hotellerie, Tourismus, Wellness, Fitness, Beauty, Finanzen, Medizin, Architektur/Design, Immobilien, Produktion und Technologie erwartet. Tirol konnte sich in der Frage der Austragungsstätte gegen Mexico City, Abu Dhabi und Neuseeland durchsetzen. Damit kehrt der Kongress zum Jubiläum in die „Wiege des Wellness-Tourismus" – wie Tirol von Experten bezeichnet wird – zurück.

Wirtschaftliche Effekte

Das diesjährige Motto des Global Wellness Summit, der vom Land, der WK und Kitzbühel finanziell unterstützt wird, lautet: Zurück in die Zukunft. Die Veranstaltung wird einerseits eine Perspektive auf die Zukunft der Wellness- und Spa Industrie geben und andererseits historische Beiträge zur Industrie innerhalb Europas und Österreichs zur Schau stellen.

„Tirol hat in Sachen Wellness eine hohe Glaubwürdigkeit", betont LH Günther Platter und verweist auf das Cluster Wellness, in dem 105 Betriebe gelistet sind, „die im Jahr 461 Millionen Euro an Umsatz erwirtschaften und rund 7.000 Menschen beschäftigen." Die Effekte des internationalen Gipfeltreffens für Tirols Wirtschaft sind beachtlich. In und um Kitzbühel werden rund 2.000 Nächtigungen erwartet. Beim letzjährigen GWS wurde ein Umsatz von rund 1,35 Mio. Euro verzeichnet und die Berichterstattung weist einen Werbewert von 1,35 Mio. Euro auf.

„Es wird ein Summit mit Tirol-Spezifika", verrät Wellnessexperte und Mitglied des Vorstands, Franz Linser. „Erstmals werden die Teilnehmer in kleinen Hotels wohnen und Kontakt mit dem Dorf und seinen Bewohnern haben. Wir werden bewusst die Natur miteinbeziehen und die heimische Hotellerie einladen, von den Besten zu lernen."

PROFESSIONAL spa & wellness

Global Wellness Summit announces speaker lineup

Aug 04, 2016 Like Share 12 Tweet Pin it Share

The Global Wellness Summit has announced the official speaker line-up for the 2016 summit in Austria.

Speakers at the summit, taking place in the town of Kitzbuhel in Austria's Tyrol region on October 17-19, will include Nils Behrens, managing director of the Lanserhof group; Henri Chenot, chief executive of the Chenot group; and Harry F König head of medical care at Brenners Park Hotel & Spa.

Other names on the list of high profile speakers include the Lanserhof group's medical director Dr Elke Benedetto-Reisch; Andreas Braun, chief executive of Swarovski; and Viva Mayr co-founders Drs Harald (left) and Christine Stossier.

Also speaking are Dietmar Mueller-Elmau, owner of Schloss Elmau; Thierry Malleret, co-founder of The Monthly Barometer; and Stephanie Moore, head nutritionist at Grayshott Health Spa.

As demonstrated by the inclusion of properties such as Viva Mayr, Lanserhof and Brenners Park, this year's programme will have a strong focus on medical wellness, reflecting Austria's leading role within this segment of wellness.

For more information on the summit, including the full list of speakers confirmed to date, go to: **www.globalwellnesssummit.com**

Tiroler Tageszeitung ONLINE

Letztes Update am Mo, 08.08.2016 14:08 TT / Tiroler Tageszeitung Onlineausgabe

STANDORT TIROL

Kitzbühel ist Gastgeber für den „Global Wellness Summit“

Letztes Jahr Mexico City, heuer Tirol: Der Kongress der Wellness- und Spa-Industrie findet im Oktober in Kitzbühel statt.

Handtücher aus dem Wellnessbereich können ein Brandrisiko darstellen. © iStock

Innsbruck/Kitzbühel - Der „Global Wellness Summit“ wird 2016 zum ersten Mal in Österreich stattfinden. Von 17. bis 19. Oktober werden rund 500 Teilnehmer aus 40 verschiedenen Ländern zur 10. Auflage des internationalen Kongresses nach Kitzbühel kommen. Die Organisatoren gehen bei der Veranstaltung von einem Werbewert von rund 2,8 Mio. Euro aus, teilten sie am Montag bei einer Pressekonferenz in Innsbruck mit.

Mexico City machte Umsatz von 1,35 Mio. Euro

Beim letztjährigen „Global Wellness Summit" in Mexico City sei ein Umsatz von rund 1,35 Mio. Euro verzeichnet worden. Rund 2.000 Nächtigungen würden in und rund um Kitzbühel während der Veranstaltung erwartet, meinte Tirols Landeshauptmann Günther Platter (ÖVP). Außerdem sei der Kongress der ideale Ort für Tiroler Vorzeigebetriebe sich zu präsentieren, fügte der Landeshauptmann hinzu. Das Land unterstütze den Kongress mit insgesamt 230.000 Euro aus dem Tourismusförderungsfonds, weitere 70.000 Euro kommen von Wirtschaftskammer und dem Tourismusverein Kitzbühel.

Das heurige Motto lautet „Zurück in die Zukunft", erklärte Franz Linser, Mitglied des Vorstandes des „Global Wellness Summit". Den Teilnehmern soll einerseits eine Perspektive auf die Zukunft der Wellness- und Spa-Industrie gegeben und andererseits sollen historische Beiträge zur Branche innerhalb Europas und Österreichs zur Schau gestellt werden. Rund 50 Vorträge sollen bei dem Kongress gehalten werden.

Österreich als fünftgrößter Wellness-Markt der Welt

Laut dem „Global Wellness Institute" (GWI) rangierte Österreich 2014 auf Platz eins bei den Einnahmen pro Kopf bei Wellnessreisen, und ist somit der fünftgrößte Markt der Welt. Österreichs Wellnesstourismus-Umsatz sei in den vergangenen zwei Jahren um 7,5 Prozent von 11,8 Mrd. Euro im Jahr 2013 auf 12,7 Mrd. Euro im Jahr 2015 gewachsen. In Tirol habe der gesamte Wellness-Cluster 461 Mio. Euro Jahresumsatz erwirtschaftet, fügte Platter hinzu. (APA)

tirol ORF.at

„Global Wellness Summit" kommt nach Tirol

Österreich ist weltweit der fünftgrößte Markt für Wellnessreisen. Mitte Oktober findet der zehnte internationale Kongress „Global Wellness Summit" in Kitzbühel statt. Die Veranstalter erwarten 500 Teilnehmer aus 40 Ländern.

Die zehnte Auflage des „Global Wellness Summit" wird 2016 zum ersten Mal in Österreich stattfinden. Rund 500 Teilnehmer aus 40 verschiedenen Ländern werden von 17. bis 19. Oktober zum internationalen Kongress nach Kitzbühel kommen.

Beim letztjährigen „Global Wellness Summit" in Mexico City sei ein Umsatz von rund 1,35 Mio. Euro verzeichnet worden. Rund 2.000 Nächtigungen würden in und rund um Kitzbühel während der Veranstaltung erwartet, so Landeshauptmann Günther Platter (ÖVP). Außerdem sei der Kongress der ideale Ort für Tiroler Vorzeigebetriebe sich zu präsentieren, fügte Platter hinzu. Das Land unterstütze den Kongress mit insgesamt 230.000 Euro aus dem Tourismusförderungsfonds, weitere 70.000 Euro kommen von Wirtschaftskammer und dem Tourismusverein Kitzbühel.

Zukunft der Wellness und Spa Industrie

Das heurige Motto lautet „Zurück in die Zukunft", erklärte Franz Linser, Mitglied des Vorstandes des „Global Wellness Summit". Den Teilnehmern soll einerseits eine Perspektive auf die Zukunft der Wellness- und Spa-Industrie gegeben, andererseits sollen historische Beiträge zur Branche innerhalb Europas und Österreichs zur Schau gestellt werden. Rund 50 Vorträge sollen bei dem Kongress gehalten werden.

Österreich auf Platz eins bei Wellnessreisen

Laut dem „Global Wellness Institute" (GWI) rangierte Österreich 2014 auf Platz eins bei den Einnahmen pro Kopf bei Wellnessreisen, und ist somit der fünftgrößte Markt der Welt. Österreichs Wellnesstourismus-Umsatz sei in den vergangenen zwei Jahren um 7,5 Prozent von 11,8 Mrd. Euro im Jahr 2013 auf 12,7 Mrd. Euro im Jahr 2015 gewachsen. In Tirol habe der gesamte Wellness-Cluster 461 Mio. Euro Jahresumsatz erwirtschaftet, fügte Platter hinzu.

SpaTrends™
Official Buyer's Guide

Austria's Stephan Eberharter, One of the Most Successful Ski Racers in History, Will Be a Keynote at 2016 Global Wellness Summit

Olympic gold medalist, World Champion and World Cup winner will join delegates at special Summit event atop Kitzbühel's famed Hahnenkamm mountain – where he smashed the 73-year-old course record

Miami, FL – July 20, 2016 – The Global Wellness Summit (GWS) today announced that Stephan Eberharter, one of the winningest ski racers of all time, will be a key speaker at the 10th-annual conference being held in Kitzbühel, Tyrol, Austria from October 17-19. Eberharter, born in Brixlegg, Tyrol, has too many championships to list, but a few of his achievements include: four-time Olympic medalist (a gold, two silvers, and a bronze at Nagano, 1998 and Salt Lake City, 2002); three-time world champion in the Super-G and Combined (1991, 2003); and overall World Cup winner (i.e., the "best ski racer in the world") for both 2002 and 2003. Across his 14-year career he accumulated the 5th-most medals for Alpine Skiing in Olympic history, and won 29 World Cup races. And he brings a personal connection to the GWS: 2016 Summit Co-Chair, Dr. Franz Linser, was his coach from 1989-2002, when he became champion of the world.

Eberharter will lead Summit delegates to the top of Kitzbühel's Hahnenkamm mountain for lunch and a unique networking event on Tuesday, October 18. Hahnenkamm, a stop on the annual World Cup ski races (the Hahnenkammrennen), is also home to the most challenging downhill slope (the Streif) on the entire circuit, where Eberharter flew to one of the most impressive victories in skiing history: destroying the course record (and his opponents) in 2004, with a perfect 80-mile-per-hour ride.

Eberharter overcame many obstacles, with a career that was essentially "written twice": after becoming world champion at age 21, he then suffered five disappointing years, but refused to give up, staging an amazing comeback in '97. His keynote will enlighten the global executives and leaders assembled on how to "think like a winner" by cultivating mental toughness: from why the "fun factor" needs to be a key element in professional motivation, to the crucial questions you need to ask in times of crisis, to why resilience and openness to change is the path to success.

"It's hard to comprehend just how dominant Austria is in ski racing (their 114 Olympic medals represent twice as many as their closest rival, Switzerland, with 59) – and we're thrilled to have Stephan, one of skiing's true giants and a lifelong wellness advocate, inspire our delegates," said Susie Ellis, GWS Chairman and CEO. "The afternoon spent with him on top of Hahnenkamm mountain, where delegates will take in fresh Alpine air and fresh ideas through a networking event, is an example of just how unique our conference is: we aim for keynotes that excite, and we give our delegates access to the speakers whenever possible. Being able to talk with Stephan atop the mountain he conquered will be a real thrill for us all."

The Global Wellness Summit attracts senior executives and leaders from every sector of the $3.4 trillion wellness industry: spa, hospitality, tourism, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

To learn more about the 2016 GWS, visit: http://www.globalwellnesssummit.com/2016-summit.

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

Website: www.globalwellnesssummit.com/2016-summit

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

Latest news

22 Jul 2016

Olympic gold medalist ski racer Stephan Eberharter will be a keynote at GWS

BY JANE KITCHEN

Tweet Share G+1 Pin it

Eberharter will lead Summit delegates to the top of Kitzbühel's Hahnenkamm mountain for lunch and a unique networking event

Austrian ski racer Stephan Eberharter will be a key speaker at the 10th-annual Global Wellness Summit being held in Kitzbühel, Tyrol, Austria from October 17-19.

Born in Brixlegg, Tyrol, Eberharter is a four-time Olympic medalist (a gold, two silvers, and a bronze at Nagano, 1998 and Salt Lake City, 2002); three-time world champion in the Super-G and Combined (1991, 2003); and overall World Cup winner (i.e., the "best ski racer in the world") for both 2002 and 2003. Across his 14-year career he accumulated the 5th-most medals for Alpine Skiing in Olympic history, and won 29 World Cup races. And he brings a personal connection to the GWS: 2016 Summit Co-Chair Dr Franz Linser was his coach from 1989-2002, when he became champion of the world.

Eberharter will lead Summit delegates to the top of Kitzbühel's Hahnenkamm mountain for lunch and a unique networking event on Tuesday, October 18. Hahnenkamm, a stop on the annual World Cup ski races (the Hahnenkammrennen), is also home to the most challenging downhill slope (the Streif) on the entire circuit, where Eberharter flew to one of the most impressive victories in skiing history: destroying the course record (and his opponents) in 2004, with a perfect 80-mile-per-hour ride.

Eberharter overcame many obstacles, with a career that was essentially "written twice": after becoming world champion at age 21, he then suffered five disappointing years, but refused to give up, staging an amazing comeback in 1997.

His keynote will focus on how to "think like a winner" by cultivating mental toughness, from why the "fun factor" needs to be a key element in professional motivation, to the crucial questions you need to ask in times of crisis, to why resilience and openness to change is the path to success.

"It's hard to comprehend just how dominant Austria is in ski racing (their 114 Olympic medals represent twice as many as their closest rival, Switzerland, with 59) – and we're thrilled to have Stephan, one of skiing's true giants and a lifelong wellness advocate, inspire our delegates," said Susie Ellis, GWS chairman and CEO. "The afternoon spent with him on top of Hahnenkamm mountain, where delegates will take in fresh Alpine air and fresh ideas through a networking event, is an example of just how unique our conference is: we aim for keynotes that excite, and we give our delegates access to the speakers whenever possible. Being able to talk with Stephan atop the mountain he conquered will be a real thrill for us all."

Delegates to the Summit will also hear from numerous pioneers in medical wellness, including Henri Chenot, founder of the Chenot Group, which operates wellness centres around the world based on the Chenot Method, and is the author of several books on health and wellness; Dr. Christian Harisch, CEO and owner of Lanserhof Group in Austria; Dr. Harald Stossier, Director of the Viva Mayr Medical Clinic in Austria; and Dr. Harald F. König from Brenners Park Hotel and Spa.

esthetic
DOSSIER
PREPARA TU PIEL
PARA EL SOL
ESPECIAL
CELULITIS
FORUM
PENSER
DEMAIN
INNOVATION CONCEPT
PROSPECTIVE
HORS-SÉRIE #5
AQUAE
PANORAMA
L'OFFICIEL
EAU SANTÉ &
BIEN-ÊTRE
10 YEARS
GLOBAL WELLNESS
SUMMIT // TYROL 2016
Remember the
Summit in India when
His Holiness the Dalai Lama
stayed through lunch?
2007 2008 2009 2010 2011 2012 2013 2014 2015
Join us October 17-19 in Tyrol, Austria
as we look "Back to the Future"
and imagine the next decade in wellness
GLOBALWELLNESSSUMMIT.COM

CLAD mag
2016 ISSUE 1
CLADGLOBAL.COM
@CLADGLOBAL
FOR LEISURE ARCHITECTS, DESIGNERS, INVESTORS & DEVELOPERS
Elora Hardy & Ewe-Jin Low
The Green School designers taking on the resort market
Chad Oppenheim
Balancing fantasy and functionality
Powder Mountain
Crowd-funded resort taking shape in Utah
Zaha Hadid
Messner Mountain Museum Corones
FRANCINE HOUBEN
Designing for unpredictable change
WORLD'S

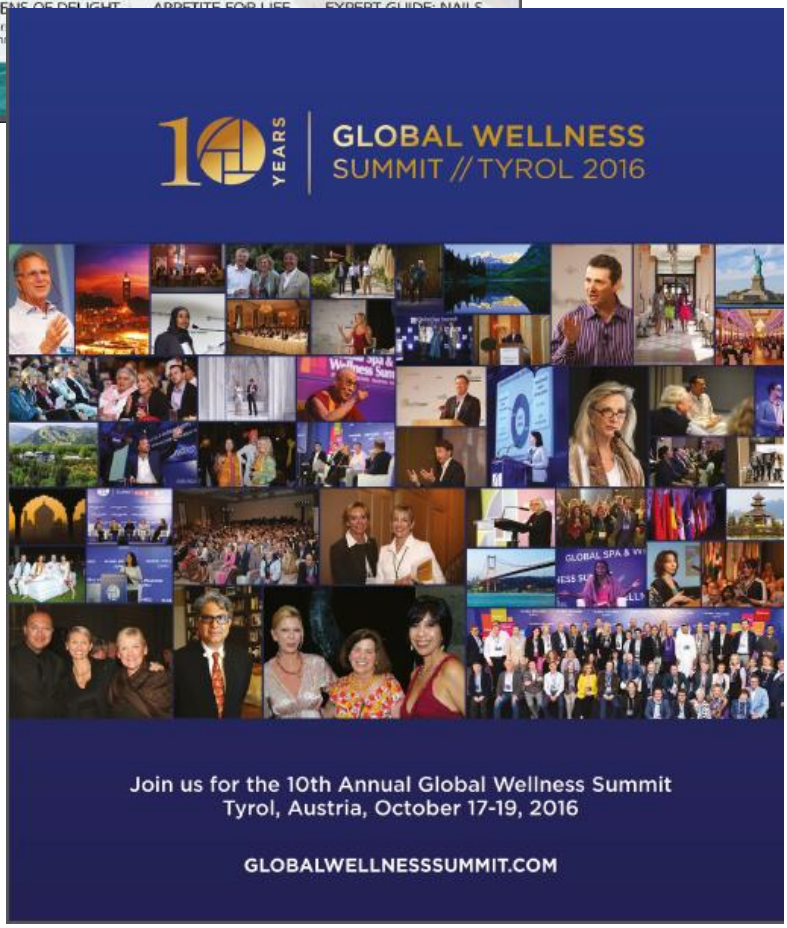
10 YEARS
GLOBAL WELLNESS SUMMIT // TYROL 2016
Join us as we explore a blueprint for the future of wellness architecture and wellness communities
October 17-19//Tyrol, Austria
GLOBALWELLNESSSUMMIT.COM

european
Spa
THE NO.1 MAGAZINE
FOR SPA AND WELLNESS
Issue 50 | February/March 2016 | www.europeanspamagazine.com
50th
A NEW BEGINNING
BATHING IN HISTORY
WINE & WELLNESS

PROFESSIONAL
Spa
&wellness
MAY/JUNE 2016 £5
www.professionalspawellness.com
RETAIL READY
How to successfully
sell bodycare
TURE & NURTURE
RING WELLNESS CONCEPT AT THE UK'S GAIA SPA

10 YEARS
GLOBAL WELLNESS
SUMMIT // TYROL 2016
Celebrating a decade of
joining together and shaping the future.
10th Annual Global Wellness Summit
Tyrol, Austria, October 17-19, 2016
GLOBALWELLNESSSUMMIT.COM

european
Spa
THE NO.1 MAGAZINE FOR SPA AND WELLNESS
Issue 52 | June/July 2016 | www.europeanspamagazine.com
MADE IN MOROCCO
Heeling hammam rituals at Mandarin Oriental, Marrakech


10 YEARS
GLOBAL WELLNESS
SUMMIT // TYROL 2016
Join us for the 10th Annual Global Wellness Summit
Tyrol, Austria, October 17-19, 2016
GLOBALWELLNESSSUMMIT.COM

5 Austrian Traditions You've Possibly Never Heard Of!

Published: Tuesday, July 19th 2016 in Travel & Play *by Spafinder Wellness 365*

Austria, land of fresh mountain air, farm-direct-to-table eating, and where hiking and spa-going are a way of life, helped pioneer the "wellness hotel," and boasts scores of properties where guests take a week or two just to rest, eat right, exercise in Alpine nature, soak in natural hot springs, and consult doctors. These unique wellness resources have made this tiny country a wellness tourism giant: the country ranks #1 in wellness travel spend per capita ($15.7 billion USD annually), and is the 5th-largest market in the world with a tiny population of 8.5 million. Consider: the Austrian Tyrol, site of the Global Wellness Summit (GWS) taking place in Kitzbühel, Tyrol, Austria from October 17-19 attracted over ten times as many inbound tourists (11 million) last year than it has full-time residents (under a million). In advance of the (GWS) summit we're highlighting five traditions that are just a taste of countless Alpine cures and centuries-old therapies.

"You'd be hard pressed to find a nation that takes spa and wellness so seriously, and most people would find Austria's vast spa/bathing centers, and fascinating spa menus that seem as long as novels, jaw-dropping," said Sallie Fraenkel, founder, Mind Body Spirit Network, and the wellness travel expert that designed the pre- and post-Summit trips. "The Summit is unique for offering delegates trips (before and after the conference) that immerse them in the local wellness traditions. The 2016 GWS offers a record number (7) of pre- and post-Summit trips: from a tour of "The Thermal Waters and Grand Spas of Austria" to "An Austrian-Style Wellness Hotel Sampler". To explore destinations, visit: http://www.globalwellnesssummit.com/2016-summit/2016-pre-and-post-summit-options

1. Sauna Aufguss: Sauna as Theatrical Event Saunas, rooms built for dry or wet heat sessions, are standard fare at spas, hotel and gyms worldwide, but they're often small, lonely and uninspiring. And non-Europeans often jump in and out, while Europeans know how to "sauna" right: pushing the sweat experience and then cooling down immediately to get those endorphins pumping – and then repeating (and repeating).

In Northern, Central and Eastern Europe, sauna-going is a passion, and the rituals and facilities are often spectacular. And in German-speaking countries like Austria, the experience has become a true event (called "Sauna Aufguss"), elaborately choreographed by trained "Saunameisters" or "Aufgussmasters." While there's friendly rivalry about where Sauna Aufguss was born, most agree that Alpine Austria, Germany and Italy were the pioneers, where sauna-masters have been creating complex sauna rituals for decades: administering dozens of aromatherapy infusions (essential oils and herbs), precisely controlling heat and humidity, while using large towels to circulate heat and infusions.

And recently, sauna-as-event has been taking boldly theatrical and social directions in Austria Germany and Italy, morphing into 15-minute performances of pure fun and drama. Sauna-masters' towel rituals have evolved into full-blown dance routines; they don costumes and act out songs and scenes from plays or movies; they lead the audience in chanting or singing; there are even light, music, laser and smoke systems. And sauna-as-theater is now spreading across Europe…and it's very much a theater culture: spas post "what's playing" in each sauna (infusions and performances) each morning, special schools train Aufgussmasters, there are annual Aufguss world championships, and massive theater-style "show" saunas for 50-300 people are being built from Austria to Norway to Poland.

"When Americans or Asians experience their first 'show aufguss', their mind is blown," said Lasse Eriksen, development manager at Norway's Farris Bad resort, and an Aufgussmaster that will present at the 2016 Summit. "This is a hot European spa trend, and it brings so many positives: the performances help people relax into, and extend, the healthy sweat ritual; it's attracting young generations; and it adds so much fun to a professionally-overseen sauna experience, so what you feel, smell, see and hear is designed for human health and happiness – taking sauna to a new level."

Experience Sauna Aufguss events at Austria's Aquadome (a Pre-Summit trip), a vast wonderland of pools and saunas, including a three-tiered sauna stadium – or at **A-ROSA** in Kitzbühel or **Stanglwirt** (near Kitzbühel), where large sauna events are staged, the latter even using singing bowls.

2. The Mayr Cure: The Original Gut-Health Cleanse (a Century Before the Hype) "Gut health," and the impact that healthy intestinal flora have on overall human wellness, has been grabbing headlines these last couple years. But roughly a century before it became a global trend, a famed Viennese doctor, Francis Xavier Mayr (1875-1965), pinpointed the gut-health connection, creating the Mayr "Diet" or "Cure." The FX Mayr Method detoxes the digestive system with a dietary modification program revolving around three pillars: rest (including fasting); detoxification (nixing alcohol, caffeine, refined sugar, fatty foods, gluten and raw food – and cutting the technology cords); and training (learning to chew each bite 30-50 times and eat mindfully, with meals taken in silence). It's a high-alkaline diet (lots of Epsom salts and special teas, to de-acidify the digestive system), so totally different than trendy raw-food or juice cleanses. Under doctors' supervision, guests at a Mayr-based clinics will also typically have daily abdominal and full-body massages, Kneipp water treatments, exercise like Nordic walking – and those massive Austrian menus of spa/medical treatments to choose from.

Yes, it's initially painful: a meal might be a bowl of thin vegetable soup and stale (so easier to chew) spelt bread. But the reason that Mayr clinics have mythic status among celebs and wellness insiders, is that they really work. Guests report that after a few days they experience the famed "Mayr energy surge" – and they return again and again.

The Mayr Method requires special medical training and is practiced at many Austrian and German spa resorts. Give your gut, body and mind a break at the pioneer's original Austrian location: VIVAMAYR (Lake Wörthersee) or at their new, state-of-the-art **VIVAMAYR Altaussee** (a post-Summit trip). The other leader in evolved Mayr Medicine: Lanserhof, with its original Austrian location **Lanserhof Lans** (undergoing complete renovation through December) and their gorgeous, new **Lanserhof Tegernsee** (Germany).

3) Hay Baths

Hay baths don't involve soaking in water and are more than a "roll in the hay." A traditional Austrian practice for 200+ years, they started when people noticed that farmers that slept in hay would awake pain-free and energized – and a treatment was born. Far more luxurious and hygienic today, hay baths involve tightly cocooning a guest in moistened-in-hot-water, fermenting Alpine hay, with healing herbs like arnica, lady's mantle, heather and thyme added, which, because grown at high elevations, are packed with proteins and essential oils. Then you sweat it out and absorb the aromatic essences for about twenty minutes. Often staged on dry flotation beds, after the hay-wrap you're bundled in linen sheets to relax, skin still glossy with natural oils, and an intense full-body massage often caps it off.

Hay baths, and phytothermotherapy generally (immersing the body in fermenting, fresh grasses), are an age-old, Tyrolean detox tradition, with numerous healing properties claimed: from respiratory to rheumatic problems. And there's a dizzying varieties of "baths" at Austrian spas, of which "hay" is just one: from molkenkur, or whey baths, immersing people in this cheese by-product for healthy skin (try it at Stanglwirt, where the whey comes from the resort's cows) – to radioactive radon baths famous in Bad Gastein, Austria – to briny salt-baths all around Salzburg.

Try a modern hay bath at Austria's Alpenresort Schwarz or Wiesenhof Spa & Park Hotel

4) Healing Through Wood

Forests (of spruce, fir, larch and all kinds of pine) cover half of Austria, so it's not surprising that Austrians have special insight into the healing powers of wood. "Forest bathing" has been a big global trend (that practice of quietly walking and soaking in the forest's essence), especially as studies show time spent among phytoncides, airborne chemicals emitted by trees, lowers blood pressure and boosts cancer-fighting natural killer cells. But Austrians take "forest bathing" in new directions: from sustainable, all-local-wood building that brings the forest inside, to a profusion of healthy wood-based products, and super-woodsy spa, bathing and sauna experiences.

Austrian companies like **Binderholz**, that manufacture wood building materials and all kinds of wood products for wellbeing (a Pre-Summit trip), embrace the philosophy that not only is responsibly-sourced wood the only renewable, low-carbon-footprint building material – but that wood buildings/products are good for human health, lowering heart rate and stress. For instance, one study* indicated that exposure to Austrian Stone Pine (valued for centuries for its healthy qualities, and whose aromatic scent can last 30 years in buildings), may improve sleep by saving you 3,500 heartbeats a night. So, in Austrian homes, hotels, spas and products, you will find gorgeous local wood everywhere, like the stunning, Ecolabel-EU-certified, all-local-wood **ZillerLodge** (a Pre-Summit trip). At Austrian hotels/spas you will be offered "pillow menus" to select woodsy, restful ones like those stuffed with stone pine shavings. It's impossible to capture all the wood-infused-inhaled-and-applied spa experiences: at **Der Wiesenhof** resort, stone pine baths and wood scrubs are on offer – at **Aquadome**, there's everything from "moon wood" massages with mountain pine oils to pinewood-infused bio-saunas.

5) Textilfrei: No clothes for health, not "nudity"

In Austria, when you enter spa and sauna areas at resorts and hotels, you will typically see signs reminding you that this is a "textilfrei" zone: clothes and bathing suits are verboten. Austrians take their clothes-free spa-going very seriously, but it comes from a very different mindset than English "nudity": that refers more to what you're showing off, while the Austrian concept is all about textile-free for hygiene, health and comfort. Austrians know that sweating into bathing suits (often made of nylon, polyester, etc.) in high-heat-and-humidity environments traps bacteria, and is simply not good for you. So, in Austrian spas, young and old, male and female, relax clothes-free together…even showers can be unisex.

This can cause puritanical panic attacks for tourists, but you're encouraged to bring a towel (to protect against hot seats), and these can be draped strategically. And each spa is different: some are 100% textile-free; some, in addition to larger no-clothes areas, have separate women's and men's facilities. But after a few days of staring and blushing, most tourists relax into their birthday suits. They may soon find themselves singing and drumming in a lively Sauna Aufguss event, with dozens of other happy, textile-free people…that's Austria.

The Global Wellness Summit attracts leaders from every wellness industry sector. For information about attending, click here. Limited sponsorships are still available, contact Michelle Gamble.

To learn more about the 2016 Summit, click here.

* Joanneum Research, 2003

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

Presskontakt.se

HITTA FÖRETAG, PRESSKONTAKTER OCH PRESSRELEASER

AUSTRIA'S STEPHAN EBERHARTER, ONE OF THE MOST SUCCESSFUL SKI RACERS IN HISTORY, WILL BE A KEYNOTE AT 2016 GLOBAL WELLNESS SUMMIT

2016-07-20 16:33

Olympic gold medalist, World Champion and World Cup winner will join delegates at special Summit event atop Kitzbühel's famed Hahnenkamm mountain – where he smashed the 73-year-old course record

(PRWeb July 20, 2016)

Read the full story at http://www.prweb.com/releases/GWS/Austria/prweb13564743.htm

http://www.prweb.com/releases/GWS/Austria/prweb13564743.htm

prweb®

Austria's Stephan Eberharter, One of the Most Successful Ski Racers in History, Will Be a Keynote at 2016 Global Wellness Summit

Olympic gold medalist, World Champion and World Cup winner will join delegates at special Summit event atop Kitzbühel's famed Hahnenkamm mountain – where he smashed the 73-year-old course record

MIAMI, FL (PRWEB) JULY 20, 2016

The Global Wellness Summit (GWS) today announced that Stephan Eberharter, one of the winningest ski racers of all time, will be a key speaker at the 10th-annual conference being held in Kitzbühel, Tyrol, Austria from October 17-19. Eberharter, born in Brixlegg, Tyrol, has too many championships to list, but a few of his achievements include: four-time Olympic medalist (a gold, two silvers, and a bronze at Nagano, 1998 and Salt Lake City, 2002); three-time world champion in the Super-G and Combined (1991, 2003); and overall World Cup winner (i.e., the "best ski racer in the world") for both 2002 and 2003. Across his 14-year career he accumulated the 5th-most medals for Alpine Skiing in Olympic history, and won 29 World Cup races. And he brings a personal connection to the GWS: 2016 Summit Co-Chair, Dr. Franz Linser, was his coach from 1989-2002, when he became champion of the world.

Eberharter will lead Summit delegates to the top of Kitzbühel's Hahnenkamm mountain for lunch and a unique networking event on Tuesday, October 18. Hahnenkamm, a stop on the annual World Cup ski races (the Hahnenkammrennen), is also home to the most challenging downhill slope (the Streif) on the entire circuit, where Eberharter flew to one of the most impressive victories in skiing history: destroying the course record (and his opponents) in 2004, with a perfect 80-mile-per-hour ride.

10 YEARS
GLOBAL WELLNESS SUMMIT // TYROL 2016

> "We're thrilled to have Stephan, one of skiing's true giants and a lifelong wellness advocate, inspire our delegates."

View his historic, hair-raising Hahnenkamm performance here.

Eberharter overcame many obstacles, with a career that was essentially "written twice": after becoming world champion at age 21, he then suffered five disappointing years, but refused to give up, staging an amazing comeback in '97. His keynote will enlighten the global executives and leaders assembled on how to "think like a winner" by cultivating mental toughness: from why the "fun factor" needs to be a key element in professional motivation, to the crucial questions you need to ask in times of crisis, to why resilience and openness to change is the path to success.

"It's hard to comprehend just how dominant Austria is in ski racing (their 114 Olympic medals represent twice as many as their closest rival, Switzerland, with 59) – and we're thrilled to have Stephan, one of skiing's true giants and a lifelong wellness advocate, inspire our delegates," said Susie Ellis, GWS Chairman and CEO. "The afternoon spent with him on top of Hahnenkamm mountain, where delegates will take in fresh Alpine air and fresh ideas through a networking event, is an example of just how unique our conference is: we aim for keynotes that excite, and we give our delegates access to the speakers whenever possible. Being able to talk with Stephan atop the mountain he conquered will be a real thrill for us all."

The Global Wellness Summit attracts senior executives and leaders from every sector of the $3.4 trillion wellness industry: spa, hospitality, tourism, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

For information about attending, **click here**. For sponsorship, contact Michelle Gamble (michelle[dot]gamble[at]globalwellnesssummit[dot]com).

To learn more about the 2016 GWS, visit: **http://www.globalwellnesssummit.com/2016-summit**.

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

SNOW INDUSTRY NEWS

AUSTRIA'S STEPHAN EBERHARTER WILL BE A KEYNOTE SPEAKER AT 2016 GLOBAL WELLNESS SUMMIT

PEOPLE, OTHER / JULY 21, 2016

The Global Wellness Summit (GWS) today announced that Stephan Eberharter, one of the winningest ski racers of all time, will be a key speaker at the 10th-annual conference being held in Kitzbühel, Tyrol, Austria from October 17-19. Eberharter, born in Brixlegg, Tyrol, has too many championships to list, but a few of his achievements include: four-time Olympic medalist (a gold, two silvers, and a bronze at Nagano, 1998 and Salt Lake City, 2002); three-time world champion in the Super-G and Combined (1991, 2003); and overall World Cup winner (i.e., the "best ski racer in the world") for both 2002 and 2003. Across his 14-year career he accumulated the 5th-most medals for Alpine Skiing in Olympic history, and won 29 World Cup races. And he brings a personal connection to the GWS: 2016 Summit Co-Chair, Dr. Franz Linser, was his coach from 1989-2002, when he became champion of the world.

Eberharter will lead Summit delegates to the top of Kitzbühel's Hahnenkamm mountain for lunch and a unique networking event on Tuesday, October 18. Hahnenkamm, a stop on the annual World Cup ski races (the Hahnenkammrennen), is also home to the most challenging downhill slope (the Streif) on the entire circuit, where Eberharter flew to one of the most impressive victories in skiing history: destroying the course record (and his opponents) in 2004, with a perfect 80-mile-per-hour ride.

Eberharter overcame many obstacles, with a career that was essentially "written twice": after becoming world champion at age 21, he then suffered five disappointing years, but refused to give up, staging an amazing comeback in '97. His keynote will enlighten the global executives and leaders assembled on how to "think like a winner" by cultivating mental toughness: from why the "fun factor" needs to be a key element in professional motivation, to the crucial questions you need to ask in times of crisis, to why resilience and openness to change is the path to success.

"It's hard to comprehend just how dominant Austria is in ski racing (their 114 Olympic medals represent twice as many as their closest rival, Switzerland, with 59) – and we're thrilled to have Stephan, one of skiing's true giants and a lifelong wellness advocate, inspire our delegates," said Susie Ellis, GWS Chairman and CEO. "The afternoon spent with him on top of Hahnenkamm mountain, where delegates will take in fresh Alpine air and fresh ideas through a networking event, is an example of just how unique our conference is: we aim for keynotes that excite, and we give our delegates access to the speakers whenever possible. Being able to talk with Stephan atop the mountain he conquered will be a real thrill for us all."

The Global Wellness Summit attracts senior executives and leaders from every sector of the $3.4 trillion wellness industry: spa, hospitality, tourism, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

Dynamic Chiropractic™
THE CHIROPRACTIC NEWS SOURCE
An MPA Media Publication

Performance Health Announces Sponsorship of 10th Annual Global Wellness Summit

Performance Health today announced its commitment to the wellness industry through its sponsorship of the Global Wellness Summit (GWS), an annual event that attracts international leaders and visionaries and is taking place at in Kitzbuhel, Tryol, Austria from October 17-19, 2016. The 10th anniversary conference's theme is "Back to the Future," and the agenda will examine the future of spa and wellness through the lens of history against the backdrop of the Alpine scenery in a location well known for its wellness tourism leadership.

"Sponsorship is key to the success of our event and we are proud to have the commitment of Performance Health as a one of our Silver/Industry Research sponsors," said Michelle Gamble, GWS's VP of Global Business Development.

"We are excited to be participating in the Summit's 10th year anniversary and are thrilled to be supporting it with our third annual sponsorship as an Industry Research partner," said Lynda Solien-Wolfe, Vice President, Massage & Spa. "We are committed to research on multiple levels as so many of our brands are utilized in the wellness space, and we look forward to seeing the results of this year's research. We consider it an honor and a privilege to be an ambassador of the Global Wellness Institute and encourage others to support this forward thinking organization."

"The 2016 Global Wellness Summit represents a significant milestone in the history of wellness. We're thrilled to be back in Europe to celebrate our 10th anniversary of working together to bring more wellness to our world. We are grateful to the companies that step up to help make this event possible and who work closely with us to shape and define our industry," said Susie Ellis, Chairman and CEO of the GWS.

The Summit is widely recognized as the premier gathering of business, government and academic leaders across every sector of the wellness industry, including spa, tourism, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology. It's also known for high-profile keynote speakers and innovative agenda, industry research and business networking opportunities. The Summit is an exclusive gathering for senior executives, for information about attending click **here**.

About Performance Health

Headquartered in Akron, Ohio, Performance Health is a global health, wellness and self-care company. The Performance Health brands include Biofreeze®, TheraBand®, Cramer®, Bon Vital'®, Perform®, and Thera°Pearl®, featuring a complementary product offering helping healthcare practitioners, patients and consumers relieve pain, accelerate recovery, grow stronger, improve performance and enhance quality of life for nearly 100 years. In addition to market-leading products, Performance Health supports healthcare practitioners through education initiatives, such as their massage therapy school program. Visit **www.performancehealth.com** to learn more.

About the Global Wellness Summit: The **Global Wellness Summit** (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

PLENITUDE ASIA

Saturday, July 16, 2016

Global Wellness Summit Forecast Future of Wellness Industry

The Global Wellness Summit predicts that the European wellness industry will face competition from the Americas and Asia in the coming future. Suggests that there is a need to innovate and create new wellness offerings.

Europe pioneered the holistic wellness concept, and is the largest spa, wellness tourism and beauty market in the world. The Global Wellness Summit asked CEOs of travel, spa and beauty companies plus economists and researchers to forecast where wellness is headed in Europe.

Europe has long been the world's wellness leader with Austria, Germany and Switzerland inventing the holistic wellness concept that extends far beyond spa, to include nutrition, fitness, traditional medicine, mindfulness and a powerful connection to nature (kurs, baths, healing systems, hydrotherapy, herbalism, nutrition and mental wellness). Europe faces competition from the Americas and Asia so has to innovate and create new wellness offerings.

Tourism will be Europe's fastest growing sector – and wellness travel will grow even faster. With increased stress, an aging population, and people's quest for total wellbeing, over the next decades European wellness tourism will grow significantly faster than tourism overall. The Global Wellness Institute estimates a 7.3% annual growth rate between 2012-2017. The wellness travel outlook is very positive in mature Northern and Middle European nations will grow even faster in Southern Europe (Italy, Spain, Portugal) provided their economies continue to strengthen their recovery.

European wellness resorts will refocus on deep authenticity, peace, quiet and nature. People face unprecedented stress and 24/7 digital connection and noise. Radically pressured lives create new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature. European wellness/spa resorts will increasingly shift their focus from glitzy, amenity-driven, exotic luxury to meet these powerful needs. Everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature.

Wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, in the form of everything from tree houses to houseboats. Spas, treatments and saunas will emerge from the basement to burst out into the trees as new nature cocoons. The new luxury: sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above. Wellness retreats are being developed in former monasteries (Schloss Mondsee, Austria; Eremito, Italy) offer: calm, simplicity, wild nature, spirituality and self-awareness.

Bathing, and going on long (10-day-plus) kurs, has always been a way of life in Europe. The latest versions are shorter. Mini-kurs that pack in a 2-3 hour bathing ritual, spa treatments, nutritious food, movement, relaxation, and meditation/mindfulness (in one day or two) will be trendy. Taking the waters and visiting spa resorts will happen in fewer days as busier Europeans are short on time, and with growing unease about air travel, people are staying closer to home.

Wellness holidays in their own country has been popular in Scandinavia for some time, and is spreading across Europe.

A wave of new wellness properties and traditions will be discovered by the world. European wellness seekers will increasingly head east from the Baltic to the Black Seas, and out to the Asian Caspian Sea. This region will undergo wellness resort development. So many forces are driving this eastward Wellness Renaissance. Leading global wellness brands are making moves into the wellness markets in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia – and smaller CIS states. The region has a centuries-old, spa and bathing culture, so the modernisation of huge, former Soviet medical-wellness health resorts is underway.

Chains of branded hot springs resorts will stretch across Eastern Europe from Poland to Moldova. These will be thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's, the Czech Republic, Hungary, Slovenia and Slovakia's abundant natural springs and kurs, long-established medical-wellness retreats, and cultural cities.

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and about to become one in Europe. European hotel spas will increasingly offer sophisticated instant result treatments using cutting-edge beauty technology – such as a computer precisely analysing a skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling, it will mean adding high-tech beauty to the already high-touch menus. But the international differences will remain huge: while Asia and the USA are embracing ever-more-invasive procedures, Central Europe is getting accustomed to microdermabrasion and ultrasound. The European beauty consumer wants high-impact results, but won't accept any downtime after a treatment.

CIOCIARIA
EDITORIALE OGGI

Un'immagine di una precedente edizione

"Fiera del benessere": il fitness sceglie Fiuggi

L'appuntamento

17/07/2016 - 11:40

di Tonino Ricci

Fiuggi, nella primavera del prossimo anno, sarà cuore pulsante del "Mondo dello star bene", con la sua prima edizione della Borsa Nazionale del Wellness e Fitness, con il Patrocinio della Regione Lazio e alla quale hanno già annunciato sostegno la Camera di Commercio di Frosinone, alcuni istituti di credito ed altri sponsor leader del settore.

Un altro grande colpo dell'ex assessore al turismo del Comune di Fiuggi Stefano Giorgilli,lo stesso che dopo aver riportato nel maggio scorso nella città termale "Il Campionato Italiano della Pizza" promosso dall'Api (Associazione Pizzerie Italiane), porta a casa un altro colpaccio di primissimo livello nel settore turistico. Una fiera interattiva che vedrà la partecipazione di migliaia di visitatori ed espositori che si occupano del settore in maniera completa: fitness, benessere, sport fashion, wellness food, turismo wellness, danza, dove tutto questo verrà scandagliato in quello che sarà anche un vero work shop, una kermesse un punto di riferimento per tutti coloro che vogliono vivere in maniera sana e salutare.

L'evento sarà anche un importante momento di aggiornamento, di formazione e di business. Durante la rassegna infatti verranno organizzati numerosi dibattiti e incontri che metteranno a confronto aziende ed esperti dei settori: "Un mercato questo in fortissima espansione - precisa Global Wellness Summit (GWS)" che ogni anno organizza una conferenza indirizzata ai leader internazionali del settore del benessere e ha realizzato una indagine per scoprire quale sarà il futuro a cui il wellness andrà incontro nei prossimi mesi, interpellando i propri partner europei che si occupano di spa, beauty e viaggi, ma anche economisti e ricercatori.

Secondo il Gws "l'Europa rappresenta a livello mondiale il cuore pulsante del turismo del benessere e del mercato del beauty, attirando una buona parte di tutto il flusso turistico internazionale".

"Un momento molto importante e strategico per la nostra economia – ha dichiarato Stefano Giorgilli – nel quale sono certo gli operatori sapranno farsi trovare pronti per ripartire verso un futuro migliore per tutti noi che in Fiuggi abbiamo sempre creduto e non smetteremo mai di farlo".

Con la speranza aggiungiamo noi che ad accorgersene, oltre le sagre e festicciole di paese, sia anche l'attuale assessore al turismo Elisa Costantini.

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

Latest news

18 Jul 2016

GWS's 'Shark Tank of Wellness' competition attracts 70+ entries

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 5

Susie Ellis is the chair and CEO of the Global Wellness Summit

The Global Wellness Summit has announced that its first-ever "Shark Tank of Wellness" competition has already attracted more than 70 entries from 17 countries; submissions continue until August 1, 2016. In addition, the Summit revealed its panel of judges, the "Wellness Sharks."

"The enthusiasm for 'Shark Tank of Wellness' has been incredible and illustrates that 'wellness innovation' is truly a global phenomenon," said Susie Ellis, GWS chair and CEO. "This radical re-think of our traditional Student Challenge has been embraced not only by student participants, but also by the sponsors who will also be the judges — or rather, our 'Wellness Sharks'."

The six Wellness Sharks will engage students in a lively discussion/debate during the 10th Anniversary Global Wellness Summit to determine the viability of their new wellness concepts, which can span any aspect of the wellness spectrum – from technology to architecture to spa design.

Wellness Sharks represent leading wellness companies/industries and come from all over the world. The Wellness Sharks for the inaugural competition include:

- Simon Casson, regional vice president & general manager, Four Seasons Hotels and Resorts (UAE)
- Tracey Chappell, senior vice president, Global Spa Solutions, ESPA (UK)
- Jane Iredale, president and founder, Iredale Mineral Cosmetics (USA)
- Sheila McCann, general manager, Chiva-Som International Health Resort (Thailand)
- Frank Pitsikalis, founder & CEO, ResortSuite (Canada)
- Frank Strobel, director, international sales, Klafs GmbH & Co. (Germany)

The top three "Shark Tank of Wellness" finalists will be hosted at the Summit in Austria, along with their professors, and present on the main stage in front of an audience of more than 450 delegates from more than 50 countries for US$10,000 in prize money (1st prize $5,000; 2nd prize $3,000; 3rd prize $2,000).

Individuals and teams are eligible to submit their innovative idea through August 1, 2016, which must include a 1-2 minute video. Full rules and regulations can be found on the Global Wellness Summit website.

There is no fee to enter. In addition to the prize money, all three finalists will receive access to the three-day conference, including all general sessions, industry forums and gala social events. In addition, airfare and hotel accommodations will also be covered for one student and one professor per team.

The Global Wellness Summit will take place 17-19 October in Tyrol, Austria.

UNIVERSITY CHRONICLE

5 Austrian Spa & Wellness Experiences Most People Have Never Heard of

Posted on July 6, 2016 by Top News US Full Feed in Press Releases

Conceptual image of a businessman holding big hammer

With the Global Wellness Summit headed to Austria – the #1 wellness tourism market in the world per capita – organization spotlights unique Austrian wellness practices, from Sauna Aufguss to "healing through wood"

Miami, FL (PRWEB) July 06, 2016

In advance of the Global Wellness Summit (GWS) taking place in Kitzbühel, Tyrol, Austria from October 17-19, the international conference today spotlighted five Austrian wellness practices that most non-Europeans remain unaware of: from Sauna Aufguss, or sauna-as-theatrical-event, where "saunameisters" choreograph elaborate sauna shows (even with song and dance) – to completely "textile-free" (no clothes) spa, bath and sauna-going, for human health, not exhibitionism.

Austria, land of fresh mountain air, farm-direct-to-table eating, and where hiking and spa-going are a way of life, helped pioneer the "wellness hotel," and boasts scores of properties where guests take a week or two just to rest, eat right, exercise in Alpine nature, soak in natural hot springs, and consult doctors. These unique wellness resources have made this tiny country a wellness tourism giant: the country ranks #1 in wellness travel spend per capita ($15.7 billion USD annually), and is the 5th-largest market in the world with a tiny population of 8.5 million. Consider: the Austrian Tyrol, site of the Summit, attracted over ten times as many inbound tourists (11 million) last year than it has full-time residents (under a million).

"You'd be hard pressed to find a nation that takes spa and wellness so seriously, and most people would find Austria's vast spa/bathing centers, and fascinating spa menus that seem as long as novels, jaw-dropping," said Sallie Fraenkel, founder, Mind Body Spirit Network, and the wellness travel expert that designed the pre- and post-Summit trips. "The Summit is unique for offering delegates trips (before and after the conference) that immerse them in the local wellness traditions. And the five practices below are just a taste of the countless Alpine cures and centuries-old therapies they can experience."

The 2016 GWS offers a record number (7) of pre- and post-Summit trips: from a tour of "The Thermal Waters and Grand Spas of Austria" to "An Austrian-Style Wellness Hotel Sampler". To explore destinations, visit: http://www.globalwellnesssummit.com/2016-summit/2016-pre-and-post-summit-options

1) Sauna Aufguss: Sauna as Theatrical "Event"

Saunas, rooms built for dry or wet heat sessions, are standard fare at spas, hotel and gyms worldwide, but they're often small, lonely and uninspiring. And non-Europeans often jump in and out, while Europeans know how to "sauna" right: pushing the sweat experience and then cooling down immediately to get those endorphins pumping – and then repeating (and repeating).

In Northern, Central and Eastern Europe, sauna-going is a passion, and the rituals and facilities are often spectacular. And in German-speaking countries like Austria, the experience has become a true event (called "Sauna Aufguss"), elaborately choreographed by trained "Saunameisters" or "Aufgussmasters." While there's friendly rivalry about where Sauna Aufguss was born, most agree that Alpine Austria, Germany and Italy were the pioneers, where sauna-masters have been creating complex sauna rituals for decades: administering dozens of aromatherapy infusions (essential oils and herbs), precisely controlling heat and humidity, while using large towels to circulate heat and infusions.

And recently, sauna-as-event has been taking boldly theatrical and social directions in Austria, Germany and Italy, morphing into 15-minute performances of pure fun and drama. Sauna-masters' towel rituals have evolved into full-blown dance routines; they don costumes and act out songs and scenes from plays or movies; they lead the audience in chanting or singing; there are even light, music, laser and smoke systems. And sauna-as-theater is now spreading across Europe...and it's very much a theater culture: spas post "what's playing" in each sauna (infusions and performances) each morning, special schools train Aufgussmasters, there are annual Aufguss world championships, and massive theater-style "show" saunas for 50-300 people are being built from Austria to Norway to Poland.

"When Americans or Asians experience their first 'show aufguss', their mind is blown," said Lasse Eriksen, development manager at Norway's Farris Bad resort, and an Aufgussmaster that will present at the 2016 Summit. "This is a hot European spa trend, and it brings so many positives: the performances help people relax into, and extend, the healthy sweat ritual; it's attracting young generations; and it adds so much fun to a professionally-overseen sauna experience, so what you feel, smell, see and hear is designed for human health and happiness – taking sauna to a new level."

Experience Sauna Aufguss events at Austria's Aquadome (a Pre-Summit trip), a vast wonderland of pools and saunas, including a three-tiered sauna stadium – or at A-ROSA in Kitzbühel or Stanglwirt (near Kitzbühel), where large sauna events are staged, the latter even using singing bowls.

2) The Mayr Cure: The Original Gut-Health Cleanse (a Century Before the Hype)

"Gut health," and the impact that healthy intestinal flora have on overall human wellness, has been grabbing headlines these last couple years. But roughly a century before it became a global trend, a famed Viennese doctor, Francis Xavier Mayr (1875-1965), pinpointed the gut-health connection, creating the Mayr "Diet" or "Cure." The FX Mayr Method detoxes the digestive system with a dietary modification program revolving around three pillars: rest (including fasting); detoxification (nixing alcohol, caffeine, refined sugar, fatty foods, gluten and raw food – and cutting the technology cords); and training (learning to chew each bite 30-50 times and eat mindfully, with meals taken in silence). It's a high-alkaline diet (lots of Epsom salts and special teas, to de-acidify the digestive system), so totally different than trendy raw-food or juice cleanses. Under doctors' supervision, guests at a Mayr-based clinics will also typically have daily abdominal and full-body massages, Kneipp water treatments, exercise like Nordic walking – and those massive Austrian menus of spa/medical treatments to choose from.

Yes, it's initially painful: a meal might be a bowl of thin vegetable soup and stale (so easier to chew) spelt bread. But the reason that Mayr clinics have mythic status among celebs and wellness insiders, is that they really work. Guests report that after a few days they experience the famed "Mayr energy surge" – and they return again and again.

The Mayr Method requires special medical training and is practiced at many Austrian and German spa resorts. Give your gut, body and mind a break at the pioneer's original Austrian location: VIVAMAYR (Lake Wörthersee) or at their new, state-of-the-art VIVAMAYR Altaussee (a post-Summit trip). The other leader in evolved Mayr Medicine: Lanserhof, with its original Austrian location Lanserhof Lans (undergoing complete renovation through December) and their gorgeous, new Lanserhof Tegernsee (Germany).

3) Hay Baths

Hay baths don't involve soaking in water and are more than a "roll in the hay." A traditional Austrian practice for 200+ years, they started when people noticed that farmers that slept in hay would awake pain-free and energized – and a treatment was born. Far more luxurious and hygienic today, hay baths involve tightly cocooning a guest in moistened-in-hot-water, fermenting Alpine hay, with healing herbs like arnica, lady's mantle, heather and thyme added, which, because grown at high elevations, are packed with proteins and essential oils. Then you sweat it out and absorb the aromatic essences for about twenty minutes. Often staged on dry flotation beds, after the hay-wrap you're bundled in linen sheets to relax, skin still glossy with natural oils, and an intense full-body massage often caps it off.

Hay baths, and phytothermotherapy generally (immersing the body in fermenting, fresh grasses), are an age-old, Tyrolean detox tradition, with numerous healing properties claimed: from respiratory to rheumatic problems. And there's a dizzying varieties of "baths" at Austrian spas, of which "hay" is just one: from molkenkur, or whey baths, immersing people in this cheese by-product for healthy skin (try it at Stanglwirt, where the whey comes from the resort's cows) – to radioactive radon baths famous in Bad Gastein, Austria – to briny salt-baths all around Salzburg.

Try a modern hay bath at Austria's Alpenresort Schwarz or Wiesenhof Spa & Park Hotel

4) Healing Through Wood

Forests (of spruce, fir, larch and all kinds of pine) cover half of Austria, so it's not surprising that Austrians have special insight into the healing powers of wood. "Forest bathing" has been a big global trend (that practice of quietly walking and soaking in the forest's essence), especially as studies show time spent among phytoncides, airborne chemicals emitted by trees, lowers blood pressure and boosts cancer-fighting natural killer cells. But Austrians take "forest bathing" in new directions: from sustainable, all-local-wood building that brings the forest inside, to a profusion of healthy wood-based products, and super-woodsy spa, bathing and sauna experiences.

Austrian companies like Binderholz, that manufacture wood building materials and all kinds of wood products for wellbeing (a Pre-Summit trip), embrace the philosophy that not only is responsibly-sourced wood the only renewable, low-carbon-footprint building material – but that wood buildings/products are good for human health, lowering heart rate and stress. For instance, one study* indicated that exposure to Austrian Stone Pine (valued for centuries for its healthy qualities, and whose aromatic scent can last 30 years in buildings), may improve sleep by saving you 3,500 heartbeats a night. So, in Austrian homes, hotels, spas and products, you will find gorgeous local wood everywhere, like the stunning, Ecolabel-EU-certified, all-local-wood ZillerLodge (a Pre-Summit trip). At Austrian hotels/spas you will be offered "pillow menus" to select woodsy, restful ones like those stuffed with stone pine shavings. It's impossible to capture all the wood-infused-inhaled-and-applied spa experiences: at Der Wiesenhof resort, stone pine baths and wood scrubs are on offer – at Aquadome, there's everything from "moon wood" massages with mountain pine oils to pinewood-infused bio-saunas.

5) Textilfrei: No clothes for health, not "nudity"

In Austria, when you enter spa and sauna areas at resorts and hotels, you will typically see signs reminding you that this is a "textilfrei" zone: clothes and bathing suits are verboten. Austrians take their clothes-free spa-going very seriously, but it comes from a very different mindset than English "nudity": that refers more to what you're showing off, while the Austrian concept is all about textile-free for hygiene, health and comfort. Austrians know that sweating into bathing suits (often made of nylon, polyester, etc.) in high-heat-and-humidity environments traps bacteria, and is simply not good for you. So, in Austrian spas, young and old, male and female, relax clothes-free together...even showers can be unisex.

This can cause puritanical panic attacks for tourists, but you're encouraged to bring a towel (to protect against hot seats), and these can be draped strategically. And each spa is different: some are 100% textile-free; some, in addition to larger no-clothes areas, have separate women's and men's facilities. But after a few days of staring and blushing, most tourists relax into their birthday suits. They may soon find themselves singing and drumming in a lively Sauna Aufguss event, with dozens of other happy, textile-free people...that's Austria.

The Global Wellness Summit attracts leaders from every wellness industry sector. For information about attending, click here. Limited sponsorships are still available, contact Michelle Gamble at michelle[dot]gamble[at]globalwellnesssummit[dot]com.

To learn more about the 2016 Summit, click here.

- Joanneum Research, 2003

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

For the original version on PRWeb visit: http://www.prweb.com/releases/GWS/Austria/prweb13534011.htm

in association with spa business & spa opportunities

spa business

2016 HANDBOOK

the global resource for spa professionals

Driving change

Susie Ellis reports on the Global Wellness Institute initiatives which are directly impacting, and helping to develop, the spa industry worldwide

One of the pillars of the non-profit Global Wellness Institute (GWI) is to shepherd and support an ever-growing number of initiatives to further the conversation about wellness in its many forms and solve key sector issues. Among the dozen current GWI initiatives (see p85), four are aimed squarely aimed at the spa arena focusing on areas such as staff, hot spring facilities and spa consultants.

Each year, people behind the initiatives convene at the Global Wellness Summit (GWS) to report on progress in a series of forums and the next summit takes place in Austria on 17-19 October (see p352). But what's exciting to watch is how, under the direction of a passionate chair and a taskforce of thought-leader members, these initiatives have taken on a life of their own with members meeting regularly between summits to forge their next projects. It's also gratifying to watch them check their personal business agendas at the door and come together with colleagues (and often competitors) for the greater good of their industry.

Here I spotlight what a few of these spa-related initiatives are about – what they've accomplished since the last summit in November and what they plan to achieve before meeting in Austria and beyond.

Lisa Starr heads up a new initiative for spa consulting – a part of the industry which is quickly expanding

CONSULTING BEST PRACTICES

The spa industry is growing fast, adding a wider wellness orientation to its high-touch, personal care environment. As such, the role of consultants in guiding owners/developers has also expanded and become more complex.

This initiative, chaired by Wynne Business consultant Lisa Starr, was recently formed to address the reality that while spa consulting is an industry unto itself, there are no official qualifications for it or a clear code of conduct. A key aim is to provide prospective clients with information, not just on how to find consultants, but what to expect from them. The initiative has already created resources in both of these areas and plans to expand on them in 2016.

On p133, the *Spa Business Handbook*, also highlights this key part of the sector.

GLOBAL CAREER DEVELOPMENT

The lack of qualified spa managers and career development options worldwide was the impetus for starting Global Career Development Initiative, which was founded by Anna Bjurstam from Six Senses and Raison d'Etre. Industry recruiter Lori Hutchinson, who recently passed away, played a central role for many years and her insight will be sorely missed. As of November 2015, the new chair is Jean-Guy de Gabriac, founder of training consultancy Tip Touch International, and the initiative revolves around three dynamic programmes – with plans to grow each one of them significantly in coming years.

The Global Mentorship Program pairs spa manager mentees with experienced

While not an official GWI initiative, Global Wellness Day is a movement that it supports under its 'passion projects we love' banner

Aksoy is the founder of Global Wellness Day

industry mentors for months of one-on-one education. This programme has already more than doubled from 2015, with 38 mentors now guiding and inspiring mentees in 30 countries, while also providing insight with a dedicated website: www.mentorshipevidence.com.

The Global Careership Program is a website launched in 2015 that provides a

Passion projects we love

Global Wellnes Day

The Global Wellness Institute also recognises other initiatives which are driving change in the sector, including Global Wellness Day (GWD).

GWD, the brainchild of Turkish spa destination owner Belgin Aksoy, is celebrated worldwide on the second Saturday of June (11 June 2016) with a series of public events to encourage people to 'live well'. It's supported by numerous tourism and government agencies globally and has more than 65 ambassadors worldwide, the majority of whom are spa industry professionals.

In 2016 GWD was celebrated in 100 countries across 1,000 locations (with access for 250 million people) driving an international advertising equivalent of US$3.5m.

The spa careers website launched last year

wealth of information including current job openings for anyone considering an exciting and international career in spa or wellness: http://spaandwellnesscareers.com

As part of the Global Internship Program, two reports revealing the current state of spa and wellness experiential learning programmes globally were released this February showing a disparity ▸

The career initiative aims to tackle international spa workforce challenges

between highly structured and loosely structured schemes. The *Global Best Practices for Spa & Wellness Internships* manual was also published in February. In the coming year expect new efforts to expand the number of interns in the spa/wellness industries (which seriously lags behind other sectors).

HYDROTHERMAL

Created with the purpose of establishing international standards for the design and construction hydrothermal areas, this initiative is chaired by Don Genders, managing director of Design for Leisure.

The second edition of its *Hydrothermal Spa Development*

An updated version of the standards guide will be released in October

Standards guide will be released at the GWS in October, offering expanded content and with new chapters on general wellness and spa design and how to best manage the design and construction process of these areas. A strong message is that good hydrothermal and spa design does not automatically have to be expensive – it just has to be good.

Additionally, the initiative now provides support to educational organisations and in 2017 the first ever module on Wellness and Spa Design will be incorporated into an architectural degree course at the Bauhaus University, Germany.

GLOBAL HOT SPRINGS

This initiative's mission is to bring awareness to a niche, but crucial, segment of the spa industry, which is experiencing a renaissance worldwide – even in nations where they've been around for centuries. The taskforce, chaired by Amy McDonald, owner of Under

Passion projects we love

Wellness for Cancer

Another independent industry movement the GWI wants to draw attention to is Wellness for Cancer. While spas are all about compassion and stress reduction, very few empower their staff to be the best for those clients who need it most: those that have, or are recovering from, cancer.

The Wellness for Cancer organisation, under the guidance of executive director Julie Bach, aims to fill that void by helping spas to embrace cancer via its cancer-focused educational platform for staff, while also providing the first standardised set of training/business criteria.

The focus in 2016 is to help more spas to become cancer aware, sensitive and ready. Training now includes meditation for self-care and there are trainers in the US, Canada and Mexico, the UK and Europe, the Middle East and Asia.

Julie Bach leads a training movement to help spas embrace those affected by cancer

> The hydrothermal initiative now supports educational organisations and in 2017 the first ever module on Wellness and Spa Design will be incorporated into an architectural degree course at the Bauhaus University, Germany

Hot springs initiative chair Amy McDonald (centre) with key thermal spa operators

a Tree Health & Wellness Consulting, aims to educate consumers about the benefits of hot springs, unite the fragmented global hot springs community and champion sustainable development.

In 2015 it revealed the *Hot Springs and Geothermal Mineral Waters: A User's Guide*, which covers best practice bathing suggestions and the differences between the many varied water types. At the 2015 GWS, a panel presented on how hot springs generate more bottom-line profit than traditional spas – upwards of 20 per cent in some cases – and offer greater accessibility because they're less expensive for people to experience.

Key plans for 2016 include a second edition of the users guide; growing the database of hot springs facilities with a deeper focus on Europe; generating white papers/articles from member nations and benchmarking data on hot springs profitability; and proposing a keynote for the summit in Austria.

GET INVOLVED

Many of the initiatives described in this article started out as forums at the annual summit and blossomed into year-long taskforces when the GWI launched in 2014. All of them represent the heartbeats of the summit embodying its mission of 'joining together, shaping the future' and also demonstrating the institute's goal of 'empowering wellness worldwide'. Each of the initiatives are driven by industry leaders who volunteer their time and insight – and they're thriving! I hope you will explore them and get involved at: www.globalwellnessinstitute.org/initiatives/ ●

EXPANDING INITIATIVES

The Global Wellness Institute currently supports 12 industry initiatives. Aside from the four, squarely-spa-focused ones profiled in this article, they include Clinical Wellness Best Practices, Future of Well Work, Minister of Wellness, Wellness Communities, Wellness Tourism and Digital Innovation for Healing Initiatives – which are also of critical relevance to the spa industry.

In the months leading up to the next summit, other important new initiatives will launch, such as From the Baltic to the Black Sea which will focus on bringing more visibility to the countries located in this region and their rich wellness heritage. This will be chaired by Alla Sokolova, co-founder of the Balans International Wellness Centre in Latvia.

■ **About the author:**

Susie Ellis is the chair and CEO of the Global Wellness Institute and heads up the organisation's annual Global Wellness Summit. She's also president of Spafinder Wellness 365, where she directs the company's yearly *Spa and Wellness Trends Forecast*.

Email: susie.ellis@globalwellnessinstitute.com
Twitter: @susieellis
Tel: +1 212 716 1212

SPA TRAVELLER WELLNESS
Inform | Inspire | indulge Health in your hands

Ten Predictions for the Future of Wellness, Travel, Spa and Beauty in Europe

News Release: Global Wellness Summit tapped European experts, for forecast ranging from how European nations will increasingly tax unhealthy food/beverages to a coming boom in Eastern European wellness properties

Miami, FL– May 31, 2016 – The Global Wellness Summit (GWS), an annual conference for international leaders in the wellness industry, today released ten predictions on the future of wellness, travel, spa and beauty in Europe. The organization asked its partner experts in Europe – from CEOs of top travel, spa and beauty companies to leading economists and researchers – to forecast where wellness is headed in Europe. Predictions range from European nations increasingly "legislating wellness" by taxing unhealthy products – to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe– to the vast European beauty market being rewritten by both wellness and high-tech approaches – to wellness resorts refocusing on nature, peace and authenticity.The predictions spark a conversation that will continue at the Global Wellness Summit being held in Kitzbühel in Tyrol, Austria this October 17-19. The theme of the 10th annual conference is "Back to the Future", where the future of the wellness market will be analyzed through the lens of history, for both Europe and the world.

"Europe pioneered the holistic wellness concept, and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," said Susie Ellis, 2016 GWS co-chair and board member, who presented the predictions today at the Spa Life International conference in Germany. "And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

THE PREDICTIONS:

1) Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming

Sue Harmsworth, MBE, GWS Board Member & 2016 Co-chair; Founder & Chairman, ESPA International, UKAnna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

When it comes to wellness, Europe has for centuries been way out in front: with the region (especially Austria, Germany and Switzerland) inventing the truly holistic wellness concept that extends far beyond spa, to include nutrition, fitness, traditional medicine, mindfulness and a powerful connection to nature (kurs, baths, and healing systems like 19th-century Sebastian Kneipp's, marrying hydrotherapy, herbalism, movement, nutrition and mental wellness).

For so long, the world has had major catching up to do, but in the last decade they (i.e., the Americas, Asia) have: there has been recent stasis in Europe in innovating new, creative wellness offerings. In the future, Europe will (and must) focus on European Wellness 2.0, and private investment in older, once-state-sponsored European spas – as well as new wellness retreat concepts – will heat up to help make that a reality.

2) Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages – and "Big Food" will remake themselves as wellness companies

Thierry Malleret, PhD, GWI research partner; co-founder/author of the *Monthly Barometer*; founder, Global Risk Network at the World Economic Forum, Switzerland

More than half of European adults are overweight, with obesity tripling in many European countries since the 80s (WHO). The sheer cost of this epidemic means than more European nations will start taxing unhealthy food and beverages. In March, the UK joined Scandinavian countries, France and Hungary in imposing a sugar tax on canned drinks. The imperfection of the new UK tax (not a brave, broad-based tax on sugar) shows the intense battle-lines between governments and phenomenally powerful "Big Food". But more countries will take action, and the laws will expand to "bad" fats (like palm oil), high salt and highly processed foods.

Fighting back against the new legislation, European food and beverage manufacturers will reduce the amount of sugar in their products to preempt governments, as they also rebrand/reengineer around "healthy" or "wellness" foods. Nestlé, Europe's biggest corporation and the world's largest food company, looks to be taking a radical path: redefining itself as a scientifically-driven "nutrition, health and wellness company," with plans that its foods will be the vehicle for an entirely new type of medication: both preventive treatments and traditional medicine...rewriting what "food" and "pharmaceuticals" could be in the future. Watch this space.

3) Tourism will be Europe's fastest growing sector – and wellness travel will grow even faster

Jean-Claude Baumgarten, GWS Board Member; Chairman & CEO, CREWE Associates; Former President & CEO, World Travel & Tourism Council, France

Tourism will continue to have a very strong economic impact in Europe, and wellness tourism will grow even faster. Europe's tourism market will grow 2.8% a year over the next decade, outpacing annual economic growth of 1.9% – making it Europe's fastest growing market, equaled only by the financial sector. As Europe rapidly moves towards a service economy, tourism suddenly has greater absolute value than sectors like agriculture, manufacturing and chemicals – and represents nearly 60% of Europe's entire retail sector.

And with vastly increased stress, an aging population, and people's new quest for total wellbeing, over the next decades European wellness tourism will grow significantly faster than tourism overall. For instance, Global Wellness Institute research estimates a 7.3% annual growth rate between 2012-2017. The wellness travel outlook is very positive in mature Northern and Middle European nations; will grow even faster in Southern Europe (Italy, Spain, Portugal, etc., provided their economies continue to strengthen their recovery); and is bullish for the rest of developing Europe (including Russia, depending on economic/political factors) – where it's safe to say it will expand at the pace of the middle class.

4) "Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature

Dr. Franz Linser, GWS Board Member & 2016 Co-Chair; Founder, Linser Hospitality; former Olympic ski coach, Austria

The European (and global) consumer is facing unprecedented stress and 24/7 digital connection and "noise." Radically pressured lives mean we don't feel well anymore, and it's creating new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature. And European wellness/spa resorts will increasingly shift their focus from glitzy, amenity-driven, "exotic" luxury to meet these powerful needs. Everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature...the new stage for self-transformation and "re-finding oneself."

Equal parts spectacular and simple wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, in the form of everything from treehouses to houseboats. Spas, treatments and saunas will emerge from the basement to burst out into the trees as new "nature cocoons." The new luxury: sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above. Wellness retreats being developed in former monasteries (i.e., Schloss Mondsee, Austria; Eremito, Italy) are as much a tangible trend as a perfect metaphor for the future directions in Europe's wellness destinations: calm, simplicity, wild nature, spirituality and profound self-seeking will be front-and-center...and they will give Europeans (and the world) what they most desperately seek.

5) Spa 2.0: Rise of the European mini-kur

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

Bathing, and going on serious (10-day-plus) kurs, has always been a way of life in Europe. But now this time-honored, time-intensive tradition is emerging as a much shorter affair. "Mini-kurs" that pack in a 2-3 hour bathing ritual, spa treatments, nutritious food, movement, relaxation, and meditation/mindfulness (in one day or two) will trend. "Taking the waters" and hitting spa resorts will happen in shorter injections because busier Europeans are short on time, and there's also growing unease about air travel, so people are staying closer to home.

The "wellness staycation" concept, which has been popular in Scandinavian countries for some time, will now spread across Europe. And people will increasingly embrace these much shorter, but still transformational "just being" experiences everywhere from Tylösand Hotel & Spa in Sweden to Fredreichbad in Baden Baden, Germany.

6) A wave of new wellness properties and traditions – from the Baltic to the Black to the Caspian Seas – will be discovered by the world

Alla Sokolova, Initiative Chair, "Baltic to the Black Sea," Global Wellness Institute; Co-owner, General Manager, IWC Balans, Latvia

European wellness seekers will increasingly "head east," from the New Europe stretching from the Baltic to the Black Seas, further out to the Asian Caspian Sea. This region will undergo exciting wellness resort development, opening up their fascinating, little known wellness traditions to the world. So many forces are driving this eastward Wellness Renaissance. As former Soviet republics regain their footing, leading global wellness brands (whether Six Senses in Kazakhstan or Chenot Palace coming to Azerbaijan) are making moves – and the wellness property pipelines are heating up in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia – and the seaside "Stans." The region not only boasts an incredible, centuries-old, spa and bathing culture, the modernization of huge, former Soviet medical-wellness health resorts is underway. For instance, the stunning Kemeri Wellness Village & Hotel under development in Latvia (once a 19th-century bathhouse under Tsar Nikolai I, and a Soviet-era health resort with 100 doctors and 1 million treatments performed annually) is a shining example. Set in historic buildings in a National Forest, this new wellness community will include a 5-star hotel and clinic, with programs from balneotherapy to sleep to fertility.

And if the wellness traveler craves new, hyper-authentic experiences, the Baltic-to-the-Black Sea traditions, where Nature is Healer, really deliver. From climate therapy (where precise microclimates, including "doses" of mineral water, sunlight, contrasting temperature and humidity, and exposure to phytoncides from forest bathing, are prescribed – to the unique bathing tradition of the "pirt" (so different than the Russian banya), where forest-gathered herbal "besoms" (bouquets) are applied – to the ancient (and antioxidant) "black smoke saunas" – to a powerful focus on "wild fitness" and music therapy. The Baltic-to-the-Black-Sea nations have some of the most established wellness cultures on Earth, but they've flown under the radar. That's about to change.

7) First true chain of hot springs resorts will stretch across Eastern Europe

Andrew Gibson, GWS Board Member; VP Spa and Wellness, Fairmont Raffles Hotels and Resorts, UK and United Arab Emirates

Look out for the first true chain of branded hot springs properties (a collection of wellness hotels owned by one company) to stretch from Poland in the North to Moldova in the South. These will be fantastic thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's (and countries like the Czech Republic, Hungary, Slovenia and Slovakia's) abundant natural springs and kurs, long-established medical-wellness retreats, and rich-in-culture cities.

Private companies will work closely with state tourism departments to create safe destinations with reduced risk of terrorism, and once developed, this property network will likely become the world leader in "hot springs wellness." And as the thermal springs movement gathers steam, look for national tourism boards, or group of countries banding together, to promote this new "Hot Springs Road" that will wind across Eastern Europe: from Budapest to the amazing Karlovy Vary spa town in the Czech Republic.

8) Wellness will rewrite the European beauty market: "Beauty from the inside out" overtakes "hope in a jar"

Jacqueline Clarke, Wellness Research Director, Diagonal Reports, Ireland

The legacy global beauty culture is largely a European creation, where the focus has long been on the "cosmetic" (or external "appearance" and "artifice"). But a megatrend unfolding in Europe (as it has in the U.S. and Asia) is wellness-as-beauty...or "beauty from the inside out." And this dramatically different philosophy and aesthetic will shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses. Because the beauty-comes-from-within argument makes the cosmetics (and purely topical skincare) argument look more like hyped "hope in a jar."

The European wellness-as-beauty wave will inspire new categories that will recast beauty as self-care and prevention vs. mere "cosmetic repair": a dizzying array of functional solutions, along with a boom in the natural and organic generally (whether applied "within" or "without"). Is it all over for skincare and cosmetics? Hardly. One example: two French companies, L'Oreal (with their Vichy and La Roche-Posay brands) and Pierre Fabre (with Avene) show how wellness creates a new mega-category: healthcare for the skin. These products offer up the European heritage wellness of mineral springs water. And in the future almost every European company will adopt a wellness-as-beauty vocabulary and approach: whether it's active cosmetics, dermocosmetics, etc. And crucially, with the shift to beauty-as-wellness, greater emphasis will be placed on evidence.

9) High-tech beauty (devices and more aggressive procedures) finally hits Europe

Michael Schummert, GWS partner; CEO, Babor GmbH & Co., Germany

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and they're about to become one in Europe. We will see European hotel spas increasingly offer sophisticated "I-want-results-immediately" treatments using all types of cutting-edge beauty technology – which might start with a computer precisely analyzing your skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling. At European spas, a "holistic" approach won't just mean adding yoga, meditation or nutrition to massage, it will mean adding high-tech beauty to the already high-touch menus.

But the international differences will remain huge: while Asia and the U.S. are embracing ever-more-invasive procedures, Central Europe, for example, is only getting accustomed to microdermabrasion and ultrasound. And with the European beauty consumer a unique balance will need to be struck: they want high-impact results, but typically won't accept any downtime after a treatment.

10) New, important distinctions will be made between wellness, wellbeing and happiness

Susie Ellis, Chairman & CEO, Global Wellness Institute; 2016 GWS Co-chair & Board Member, United States

Shifts in language indicate shifts in thinking. If we've had the term" wellness," the "quality of being healthy", with its emphasis on proactive improvement of physical, mental, social, etc. health, since the 1970s, there has recently been a confusion, or even a supplanting, of the concept by the terms "wellbeing" and "happiness" – in Europe and globally. This has been spurred by important research that measures "happiness" (i.e., the "United Nations World Happiness Index") and "wellbeing" (i.e., the "Gallup Healthways Well-Being Index") in nations around the world, which captures key measurements like social support, trust in government/business, freedom – in addition to income realities and the physical health of the population. These studies have helped put "happiness" and "wellbeing" on the global stage, with a growing implication that these are "bigger," more capacious concepts than wellness.

But they also reveal why confusing "wellness" and "wellbeing" is problematic. For one, "happiness" measurements are often not good indicators of a population's health. One example: Mexico ranked #10 (out of 200+ countries) in Gallup's well-being report, despite having the highest obesity rates in the world. And these studies capture "perceptual" wellbeing (they survey people). This can skew things: if a population has lower expectations (of money, education, health) they might rate their happiness higher than wealthier nations – and one might feel a little less "happy" if they were surveyed later when they're sick from a chronic disease. Measuring happiness is very important, but we don't want to lose sight of the goal: taking action to create a healthier world. It's not enough to take the "heartbeat" of happiness...we have to change people's heartbeats.

Europe has much to teach the world about "wellness," "well-being" and "happiness" (North European nations dominate the UN Happiness Report). But there will be a growing distinction between these terms/concepts there, with wellness becoming associated with health and prevention and wellbeing associated with happiness. In a world where wellness has become a massive, so, heavily commercialized, market, there's a temptation to move on to a fresh, big word. But Europe especially, as the pioneer of holistic wellness, should embrace "wellness" – staying true to the prevention mantel that will be so important for the region, and the world.

For more info, or to speak to one of the experts, contact Beth McGroarty:beth.mcgroarty@globalwellnessinstitute.org or (+1) 213-300-0107

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world.

Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City.

The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

Travel AND Tour WORLD™

5 Austrian Spa & Wellness Experiences for tourists

Published on : Friday, July 8, 2016

In advance of the Global Wellness Summit (GWS) taking place in Kitzbühel, Tyrol, Austria from October 17-19, the international wellness conference on 6th July spotlighted five Austrian wellness practices that most non-Europeans remain unaware of: from Sauna Aufguss, or sauna-as-theatrical-event, where "saunameisters" choreograph elaborate sauna shows (even with song and dance) – to completely "textile-free" (no clothes) spa, bath and sauna-going, for human health, not exhibitionism.

Austria, land of fresh mountain air, farm-direct-to-table eating, and where hiking and spa-going are a way of life, helped pioneer the "wellness hotel," and boasts scores of properties where guests take a week or two just to rest, eat right, exercise in Alpine nature, soak in natural hot springs, and consult doctors. These unique wellness resources have made this tiny country a wellness tourism giant: the country ranks #1 in wellness travel spend per capita ($15.7 billion USD annually), and is the 5th-largest market in the world with a tiny population of 8.5 million. Consider: the Austrian Tyrol, site of the Summit, attracted over ten times as many inbound tourists (11 million) last year than it has full-time residents (under a million).

"You'd be hard pressed to find a nation that takes spa and wellness so seriously, and most people would find Austria's vast spa/bathing centers, and fascinating spa menus that seem as long as novels, jaw-dropping," said Sallie Fraenkel, founder, Mind Body Spirit Network, and the wellness travel expert that designed the pre- and post-Summit trips. "The Summit is unique for offering delegates trips (before and after the conference) that immerse them in the local wellness traditions. And the five practices below are just a taste of the countless Alpine cures and centuries-old therapies they can experience."

The 2016 GWS offers a record number (7) of pre- and post-Summit trips: from a tour of "The Thermal Waters and Grand Spas of Austria" to "An Austrian-Style Wellness Hotel Sampler". To explore destinations, visit the official website.

1) Sauna Aufguss: Sauna as Theatrical "Event"

Saunas, rooms built for dry or wet heat sessions, are standard fare at spas, hotel and gyms worldwide, but they're often small, lonely and uninspiring. And non-Europeans often jump in and out, while Europeans know how to "sauna" right: pushing the sweat experience and then cooling down immediately to get those endorphins pumping – and then repeating (and repeating).

In Northern, Central and Eastern Europe, sauna-going is a passion, and the rituals and facilities are often spectacular. And in German-speaking countries like Austria, the experience has become a true event (called "Sauna Aufguss"), elaborately choreographed by trained "Saunameisters" or "Aufgussmasters." While there's friendly rivalry about where Sauna Aufguss was born, most agree that Alpine Austria, Germany and Italy were the pioneers, where sauna-masters have been creating complex sauna rituals for decades: administering dozens of aromatherapy infusions (essential oils and herbs), precisely controlling heat and humidity, while using large towels to circulate heat and infusions.

And recently, sauna-as-event has been taking boldly theatrical and social directions in Austria, Germany and Italy, morphing into 15-minute performances of pure fun and drama. Sauna-masters' towel rituals have evolved into full-blown dance routines; they don costumes and act out songs and scenes from plays or movies; they lead the audience in chanting or singing; there are even light, music, laser and smoke systems. And sauna-as-theater is now spreading across Europe…and it's very much a theater culture: spas post "what's playing" in each sauna (infusions and performances) each morning, special schools train Aufgussmasters, there are annual Aufguss world championships, and massive theater-style "show" saunas for 50-300 people are being built from Austria to Norway to Poland.

"When Americans or Asians experience their first 'show aufguss', their mind is blown," said Lasse Eriksen, development manager at Norway's Farris Bad resort, and an Aufgussmaster that will present at the 2016 Summit. "This is a hot European spa trend, and it brings so many positives: the performances help people relax into, and extend, the healthy sweat ritual; it's attracting young generations; and it adds so much fun to a professionally-overseen sauna experience, so what you feel, smell, see and hear is designed for human health and happiness – taking sauna to a new level."

Experience Sauna Aufguss events at Austria's Aquadome (a Pre-Summit trip), a vast wonderland of pools and saunas, including a three-tiered sauna stadium – orat A-ROSA in Kitzbühel or Stanglwirt (near Kitzbühel), where large sauna events are staged, the latter even using singing bowls.

2) The Mayr Cure: The Original Gut-Health Cleanse (a Century Before the Hype)
"Gut health," and the impact that healthy intestinal flora have on overall human wellness, has been grabbing headlines these last couple years. But roughly a century before it became a global trend, a famed Viennese doctor, Francis Xavier Mayr (1875-1965), pinpointed the gut-health connection, creating the Mayr "Diet" or "Cure." The FX Mayr Method detoxes the digestive system with a dietary modification program revolving around three pillars: rest (including fasting); detoxification (nixing alcohol, caffeine, refined sugar, fatty foods, gluten and raw food – and cutting the technology cords); and training (learning to chew each bite 30-50 times and eat mindfully, with meals taken in silence). It's a high-alkaline diet (lots of Epsom salts and special teas, to de-acidify the digestive system), so totally different than trendy raw-food or juice cleanses. Under doctors' supervision, guests at a Mayr-based clinics will also typically have daily abdominal and full-body massages, Kneipp water treatments, exercise like Nordic walking – and those massive Austrian menus of spa/medical treatments to choose from.

Yes, it's initially painful: a meal might be a bowl of thin vegetable soup and stale (so easier to chew) spelt bread. But the reason that Mayr clinics have mythic status among celebs and wellness insiders is that they really work. Guests report that after a few days they experience the famed "Mayr energy surge" – and they return again and again.

The Mayr Method requires special medical training and is practiced at many Austrian and German spa resorts. Give your gut, body and mind a break at the pioneer's original Austrian location: VIVAMAYR (Lake Wörthersee) or at their new, state-of-the-artVIVAMAYR Altaussee (a post-Summit trip). The other leader in evolved Mayr Medicine: Lanserhof, with its original Austrian location Lanserhof Lans (undergoing complete renovation through December) and their gorgeous, new Lanserhof Tegernsee(Germany).

3) Hay Baths
Hay baths don't involve soaking in water and are more than a "roll in the hay." A traditional Austrian practice for 200+ years, they started when people noticed that farmers that slept in hay would awake pain-free and energized – and a treatment was born. Far more luxurious and hygienic on 6th July, hay baths involve tightly cocooning a guest in moistened-in-hot-water, fermenting Alpine hay, with healing herbs like arnica, lady's mantle, heather and thyme added, which, because grown at high elevations, are packed with proteins and essential oils. Then you sweat it out and absorb the aromatic essences for about twenty minutes. Often staged on dry flotation beds, after the hay-wrap you're bundled in linen sheets to relax, skin still glossy with natural oils, and an intense full-body massage often caps it off.

Hay baths, and phytothermotherapy generally (immersing the body in fermenting, fresh grasses), are an age-old, Tyrolean detox tradition, with numerous healing properties claimed: from respiratory to rheumatic problems. And there's a dizzying varieties of "baths" at Austrian spas, of which "hay" is just one: from molkenkur, or whey baths, immersing people in this cheese by-product for healthy skin (try it at Stanglwirt, where the whey comes from the resort's cows) – to radioactive radon baths famous in Bad Gastein, Austria – to briny salt-baths all around Salzburg.

Try a modern hay bath at Austria's Alpenresort Schwarz or Wiesenhof Spa & Park Hotel

4) Healing Through Wood
Forests (of spruce, fir, larch and all kinds of pine) cover half of Austria, so it's not surprising that Austrians have special insight into the healing powers of wood. "Forest bathing" has been a big global trend (that practice of quietly walking and soaking in the forest's essence), especially as studies show time spent among phytoncides, airborne chemicals emitted by trees, lowers blood pressure and boosts cancer-fighting natural killer cells. But Austrians take "forest bathing" in new directions: from sustainable, all-local-wood building that brings the forest inside, to a profusion of healthy wood-based products, and super-woodsy spa, bathing and sauna experiences.

Austrian companies like Binderholz, that manufacture wood building materials and all kinds of wood products for wellbeing (a Pre-Summit trip), embrace the philosophy that not only is responsibly-sourced wood the only renewable, low-carbon-footprint building material – but that wood buildings/products are good for human health, lowering heart rate and stress. For instance, one study* indicated that exposure to Austrian Stone Pine (valued for centuries for its healthy qualities, and whose aromatic scent can last 30 years in buildings), may improve sleep by saving you 3,500 heartbeats a night. So, in Austrian homes, hotels, spas and products, you will find gorgeous local wood everywhere, like the stunning, Ecolabel-EU-certified, all-local-wood ZillerLodge (a Pre-Summit trip). At Austrian hotels/spas you will be offered "pillow menus" to select woodsy, restful ones like those stuffed with stone pine shavings. It's impossible to capture all the wood-infused-inhaled-and-applied spa experiences: at Der Wiesenhofresort, stone pine baths and wood scrubs are on offer – at Aquadome, there's everything from "moon wood" massages with mountain pine oils to pinewood-infused bio-saunas.

5) Textilfrei: No clothes for health, not "nudity"

In Austria, when you enter spa and sauna areas at resorts and hotels, you will typically see signs reminding you that this is a "textilfrei" zone: clothes and bathing suits are verboten. Austrians take their clothes-free spa-going very seriously, but it comes from a very different mindset than English "nudity": that refers more to what you're showing off, while the Austrian concept is all about textile-free for hygiene, health and comfort. Austrians know that sweating into bathing suits (often made of nylon, polyester, etc.) in high-heat-and-humidity environments traps bacteria, and is simply not good for you. So, in Austrian spas, young and old, male and female, relax clothes-free together…even showers can be unisex.

This can cause puritanical panic attacks for tourists, but you're encouraged to bring a towel (to protect against hot seats), and these can be draped strategically. And each spa is different: some are 100% textile-free; some, in addition to larger no-clothes areas, have separate women's and men's facilities. But after a few days of staring and blushing, most tourists relax into their birthday suits. They may soon find themselves singing and drumming in a lively Sauna Aufguss event, with dozens of other happy, textile-free people…that's Austria.

eGlobal
TRAVEL MEDIA
AUSTRALIA/NEW ZEALAND
INDIA / ASIA / JAPAN / AMERICA'S

5 Austrian Spa & Wellness Experiences Most People Have Never Heard of

July 9, 2016 Spa & Wellness No Comments Email

In advance of the Global Wellness Summit (GWS) taking place in Kitzbühel, Tyrol, Austria from October 17-19, the international conference today spotlighted five Austrian wellness practices that most non-Europeans remain unaware of: from Sauna Aufguss, or sauna-as-theatrical-event, where "saunameisters" choreograph elaborate sauna shows (even with song and dance) – to completely "textile-free" (no clothes) spa, bath and sauna-going, for human health, not exhibitionism.

Austria, land of fresh mountain air, farm-direct-to-table eating, and where hiking and spa-going are a way of life, helped pioneer the "wellness hotel," and boasts scores of properties where guests take a week or two just to rest, eat right, exercise in Alpine nature, soak in natural hot springs, and consult doctors. These unique wellness resources have made this tiny country a wellness tourism giant: the country ranks #1 in wellness travel spend per capita ($15.7 billion USD annually), and is the 5th-largest market in the world with a tiny population of 8.5 million. Consider: the Austrian Tyrol, site of the Summit, attracted over ten times as many inbound tourists (11 million) last year than it has full-time residents (under a million).

"You'd be hard pressed to find a nation that takes spa and wellness so seriously, and most people would find Austria's vast spa/bathing centers, and fascinating spa menus that seem as long as novels, jaw-dropping," said Sallie Fraenkel, founder, Mind Body Spirit Network, and the wellness travel expert that designed the pre- and post-Summit trips. "The Summit is unique for offering delegates trips (before and after the conference) that immerse them in the local wellness traditions. And the five practices below are just a taste of the countless Alpine cures and centuries-old therapies they can experience."

The 2016 GWS offers a record number (7) of pre- and post-Summit trips: from a tour of "The Thermal Waters and Grand Spas of Austria" to "An Austrian-Style Wellness Hotel Sampler". To explore destinations, visit:
http://www.globalwellnesssummit.com/2016-summit/2016-pre-and-post-summit-options

1) Sauna Aufguss: Sauna as Theatrical "Event"

Saunas, rooms built for dry or wet heat sessions, are standard fare at spas, hotel and gyms worldwide, but they're often small, lonely and uninspiring. And non-Europeans often jump in and out, while Europeans know how to "sauna" right: pushing the sweat experience and then cooling down immediately to get those endorphins pumping – and then repeating (and repeating).

In Northern, Central and Eastern Europe, sauna-going is a passion, and the rituals and facilities are often spectacular. And in German-speaking countries like Austria, the experience has become a true event (called "Sauna Aufguss"), elaborately choreographed by trained "Saunameisters" or "Aufgussmasters." While there's friendly rivalry about where Sauna Aufguss was born, most agree that Alpine Austria, Germany and Italy were the pioneers, where sauna-masters have been creating complex sauna rituals for decades: administering dozens of aromatherapy infusions (essential oils and herbs), precisely controlling heat and humidity, while using large towels to circulate heat and infusions.

And recently, sauna-as-event has been taking boldly theatrical and social directions in Austria, Germany and Italy, morphing into 15-minute performances of pure fun and drama. Sauna-masters' towel rituals have evolved into full-blown dance routines; they don costumes and act out songs and scenes from plays or movies; they lead the audience in chanting or singing; there are even light, music, laser and smoke systems. And sauna-as-theater is now spreading across Europe…and it's very much a theater culture: spas post "what's playing" in each sauna (infusions and performances) each morning, special schools train Aufgussmasters, there are annual Aufguss world championships, and massive theater-style "show" saunas for 50-300 people are being built from Austria to Norway to Poland.

"When Americans or Asians experience their first 'show aufguss', their mind is blown," said Lasse Eriksen, development manager at Norway's Farris Bad resort, and an Aufgussmaster that will present at the 2016 Summit. "This is a hot European spa trend, and it brings so many positives: the performances help people relax into, and extend, the healthy sweat ritual; it's attracting young generations; and it adds so much fun to a professionally-overseen sauna experience, so what you feel, smell, see and hear is designed for human health and happiness – taking sauna to a new level."

Experience Sauna Aufguss events at Austria's Aquadome (a Pre-Summit trip), a vast wonderland of pools and saunas, including a three-tiered sauna stadium – or at A-ROSA in Kitzbühel or Stanglwirt (near Kitzbühel), where large sauna events are staged, the latter even using singing bowls.

2) The Mayr Cure: The Original Gut-Health Cleanse (a Century Before the Hype)

"Gut health," and the impact that healthy intestinal flora have on overall human wellness, has been grabbing headlines these last couple years. But roughly a century before it became a global trend, a famed Viennese doctor, Francis Xavier Mayr (1875-1965), pinpointed the gut-health connection, creating the Mayr "Diet" or "Cure." The FX Mayr Method detoxes the digestive system with a dietary modification program revolving around three pillars: rest (including fasting); detoxification (nixing alcohol, caffeine, refined sugar, fatty foods, gluten and raw food – and cutting the technology cords); and training (learning to chew each bite 30-50 times and eat mindfully, with meals taken in silence). It's a high-alkaline diet (lots of Epsom salts and special teas, to de-acidify the digestive system), so totally different than trendy raw-food or juice cleanses. Under doctors' supervision, guests at a Mayr-based clinics will also typically have daily abdominal and full-body massages, Kneipp water treatments, exercise like Nordic walking – and those massive Austrian menus of spa/medical treatments to choose from.

Yes, it's initially painful: a meal might be a bowl of thin vegetable soup and stale (so easier to chew) spelt bread. But the reason that Mayr clinics have mythic status among celebs and wellness insiders, is that they really work. Guests report that after a few days they experience the famed "Mayr energy surge" – and they return again and again.

The Mayr Method requires special medical training and is practiced at many Austrian and German spa resorts. Give your gut, body and mind a break at the pioneer's original Austrian location: VIVAMAYR (Lake Wörthersee) or at their new, state-of-the-art VIVAMAYR Altaussee (a post-Summit trip). The other leader in evolved Mayr Medicine: Lanserhof, with its original Austrian location Lanserhof Lans (undergoing complete renovation through December) and their gorgeous, new Lanserhof Tegernsee (Germany).

3) Hay Baths

Hay baths don't involve soaking in water and are more than a "roll in the hay." A traditional Austrian practice for 200+ years, they started when people noticed that farmers that slept in hay would awake pain-free and energized – and a treatment was born. Far more luxurious and hygienic today, hay baths involve tightly cocooning a guest in moistened-in-hot-water, fermenting Alpine hay, with healing herbs like arnica, lady's mantle, heather and thyme added, which, because grown at high elevations, are packed with proteins and essential oils. Then you sweat it out and absorb the aromatic essences for about twenty minutes. Often staged on dry flotation beds, after the hay-wrap you're bundled in linen sheets to relax, skin still glossy with natural oils, and an intense full-body massage often caps it off.

Hay baths, and phytothermotherapy generally (immersing the body in fermenting, fresh grasses), are an age-old, Tyrolean detox tradition, with numerous healing properties claimed: from respiratory to rheumatic problems. And there's a dizzying varieties of "baths" at Austrian spas, of which "hay" is just one: from molkenkur, or whey baths, immersing people in this cheese by-product for healthy skin (try it at Stanglwirt, where the whey comes from the resort's cows) – to radioactive radon baths famous in Bad Gastein, Austria – to briny salt-baths all around Salzburg.

Try a modern hay bath at Austria's Alpenresort Schwarz or Wiesenhof Spa & Park Hotel

4) Healing Through Wood

Forests (of spruce, fir, larch and all kinds of pine) cover half of Austria, so it's not surprising that Austrians have special insight into the healing powers of wood. "Forest bathing" has been a big global trend (that practice of quietly walking and soaking in the forest's essence), especially as studies show time spent among phytoncides, airborne chemicals emitted by trees, lowers blood pressure and boosts cancer-fighting natural killer cells. But Austrians take "forest bathing" in new directions: from sustainable, all-local-wood building that brings the forest inside, to a profusion of healthy wood-based products, and super-woodsy spa, bathing and sauna experiences.

Austrian companies like Binderholz, that manufacture wood building materials and all kinds of wood products for wellbeing (a Pre-Summit trip), embrace the philosophy that not only is responsibly-sourced wood the only renewable, low-carbon-footprint building material – but that wood buildings/products are good for human health, lowering heart rate and stress. For instance, one study* indicated that exposure to Austrian Stone Pine (valued for centuries for its healthy qualities, and whose aromatic scent can last 30 years in buildings), may improve sleep by saving you 3,500 heartbeats a night. So, in Austrian homes, hotels, spas and products, you will find gorgeous local wood everywhere, like the stunning, Ecolabel-EU-certified, all-local-wood ZillerLodge (a Pre-Summit trip). At Austrian hotels/spas you will be offered "pillow menus" to select woodsy, restful ones like those stuffed with stone pine shavings. It's impossible to capture all the wood-infused-inhaled-and-applied spa experiences: at Der Wiesenhof resort, stone pine baths and wood scrubs are on offer – at Aquadome, there's everything from "moon wood" massages with mountain pine oils to pinewood-infused bio-saunas.

5) Textilfrei: No clothes for health, not "nudity"

In Austria, when you enter spa and sauna areas at resorts and hotels, you will typically see signs reminding you that this is a "textilfrei" zone: clothes and bathing suits are verboten. Austrians take their clothes-free spa-going very seriously, but it comes from a very different mindset than English "nudity": that refers more to what you're showing off, while the Austrian concept is all about textile-free for hygiene, health and comfort. Austrians know that sweating into bathing suits (often made of nylon, polyester, etc.) in high-heat-and-humidity environments traps bacteria, and is simply not good for you. So, in Austrian spas, young and old, male and female, relax clothes-free together…even showers can be unisex.

This can cause puritanical panic attacks for tourists, but you're encouraged to bring a towel (to protect against hot seats), and these can be draped strategically. And each spa is different: some are 100% textile-free; some, in addition to larger no-clothes areas, have separate women's and men's facilities. But after a few days of staring and blushing, most tourists relax into their birthday suits. They may soon find themselves singing and drumming in a lively Sauna Aufguss event, with dozens of other happy, textile-free people…that's Austria.

The Global Wellness Summit attracts leaders from every wellness industry sector. For information about attending, **click here**. Limited sponsorships are still available, contact Michelle Gamble at michelle[dot]gamble[at]globalwellnesssummit[dot]com.

sport industry directory

15.06.2016

Il futuro del wellness in Europa: previsioni iniziali

Susie Ellis, Chairman e CEO del Global Wellness Institute, ha presentato i 10 pronostici riguardanti il futuro del wellness, delle spa, del beauty e del turismo in Europa.

Categorie: wellness, wellness news, mercato del benessere, ricerche e studi scientifici,

A cura di Rita Cesarini

L'organizzazione del **Global Wellness Summit** (**GWS**), che ogni anno organizza una **conferenza** indirizzata ai **leader internazionali del settore del benessere**, ha realizzato un'**indagine** per scoprire quale sarà il **futuro a cui il wellness andrà incontro** nei prossimi mesi, interpellando i propri partner europei, tra i quali non figurano solamente amministratori delegati delle aziende che si occupano di spa, beauty e viaggi, ma anche economisti e ricercatori.

Secondo il GWS, l'**Europa** rappresenta a livello mondiale il **cuore pulsante del turismo del benessere e del mercato del beauty**, attirando una buona parte di tutto il flusso turistico internazionale. **Susie Ellis**, Chairman e CEO del Global Wellness Institute, ha affermato che l'Europa, per mantenere questo suo primato in un contesto nel quale anche altri paesi stanno implementando il mercato del wellness, deve necessariamente puntare sull'**innovazione**.

Recentemente sono stati presentati, dalla stessa Susie Ellis, **10 pronostici** riguardanti il futuro del wellness, delle spa, del beauty e del turismo in Europa, dei quali cominciamo a presentare i primi cinque.

1 - Investimenti e innovazioni per il mercato del wellness europeo

In futuro l'Europa dovrà focalizzarsi sull'**innovazione**, puntando anche su **offerte "creative"** legate al benessere e su **investimenti** (anche da parte di privati) sia per modernizzare vecchie strutture esistenti, sia per la costruzione di nuovi centri.

2 - Forte crescita del turismo legato al benessere

Il settore del turismo sarà in forte crescita, ma sarà il turismo legato in particolar modo al wellness a godere dello slancio maggiore. L'impatto economico sarà molto forte: si prevede, infatti, un aumento del turismo del **2,8% all'anno** nel corso del **prossimo decennio**. Le mete più richieste sono quelle del **nord** e del **centro** Europa, ma crescerà anche il **sud**, specialmente in Italia, Spagna e Portogallo.

3 - Focus su natura, pace e tranquillità

La frenesia in cui si è immersi quotidianamente fa nascere il desiderio di vivere momenti di **totale tranquillità** e di **vicinanza con la natura**. Le strutture ricettive dovranno puntare su pochi **concetti chiave**: calma, semplicità, contatto con la natura e spiritualità; anche la **localizzazione strategica** in **posti particolari** e, perché no, **insoliti** potrà giovare ai centri che offrono ai propri clienti percorsi di benessere incentrati sui concetti chiave precedenti.

4 - Spa 2.0: l'ascesa del benessere "lampo"

In Europa ha sempre primeggiato e raccolto un ampio consenso il trend di **pacchetti benessere** prolungati nel tempo, anche di **7-10 giorni** totalmente dedicati al wellness nelle sue varie sfumature. Attualmente, però, l'interesse della popolazione si sta spostando su pacchetti benessere che offrono **"soggiorni" più brevi** nelle strutture. Nello specifico, si tratta di opzioni che, nel giro di sole **2-3 ore**, permettono agli ospiti di fruire comodamente dei trattamenti scelti.

5 - Nuove tradizioni di benessere

L'**Europa dell'est** sarà protagonista di un consistente **sviluppo** del mercato del wellness, che riguarderà nello specifico i **resort**. Le strutture ricettive di varie nazioni (come Croazia, Estonia, Georgia, Lettonia, Lituania, Macedonia, Montenegro, Slovacchia e Slovenia), infatti, offriranno le loro **tradizioni secolari** legate al mondo del benessere al pubblico internazionale.

A breve presenteremo anche le **restanti cinque previsioni relative al mercato del wellness**, nel frattempo vi invitiamo ad **approfondire** quelle introdotte precedentemente leggendo l'articolo Ten Predictions for the Future of Wellness, Travel, Spa and Beauty in Europe pubblicato sul sito del GWS stesso.

spabusiness.com
Destination | Day | Resort | Club | Medical | Curative

30 Jun 2016

Global Wellness Summit sponsors announced

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 1

Global Wellness Summit chair and CEO Susie Ellis says she is looking forward to hosting a record number of attendees at this year's event

The Global Wellness Summit (GWS) has attracted sponsorship support from thirty-six companies and organisations for the 10th annual Summit, taking place in Kitzbühel, Tyrol, Austria (October 17-19).

Sponsors span a wide array of industries and hail from 14 different countries. The 10th annual conference's theme, "Back to the Future," will explore the future of wellness, while celebrating its history.

"This year's conference theme reflects its location, Tyrol, Austria, a place where many modern-day wellness practices originated and where wellness is a way of life for both visitors and local residents," said Susie Ellis, chair and CEO of the GWS. "We are looking forward to hosting a record number of attendees in the historical, alpine city of Kitzbühel. Once again, we're thrilled to have unprecedented support from our twenty-five returning sponsors, and express our deep thanks and a warm welcome to the eleven first-time sponsors that join us this year."

Tirol Werbung, Kitzbühel Tourismus and Wirtschaftskammer Tirol, three entities focused on raising awareness of the Tyrol, Austrian region, have teamed together as host sponsors for this year's Summit.

Wellness media, marketing and gifting company Spafinder Wellness is returning as a multi-year sponsor supporting the this year's Industry Research, an update of the Global Spa & Wellness Economy Monitor.

Lifestyle brand BuDhaGirl, whose mission is to affect cultural change by turning everyday routines into rituals, returns as a Platinum Sponsor for a second year.

Five of the six Gold Sponsors – Biologique Recherche, Delos Living LLC, Gharieni, Lemi Group and Universal Companies – return this year, and the Summit will also welcome Canyon Ranch as a first-time Gold sponsor.

Events supported by Silver Sponsors include:

Global Wellness Awards, which honour individuals and organisations that have made a significant difference in the world of wellness, are sponsored by gold sponsor Gharieni, as well as Booker, The Debra Simon Family Foundation, Enaya Care and Rancho La Puerta.

Knowledge Workshops – these popular sponsored workshops will be held on registration day, October 16th. In addition to the two workshops led by gold sponsors Delos Living and Universal Companies, there will also be sponsored sessions by Lefay Resorts, Weight Watchers and Zeel.

Shark Tank of Wellness – this boldly reconceived Student Challenge competition is open to students around the world and sponsored by Chiva Som, ESPA, Four Seasons Hotels & Resorts, Jane Iredale, KLAFs and ResortSuite.

2016 Industry Research – in addition to the support from Spafinder Wellness, Biologique Recherche and Universal Companies, an extensive update of the Global Spa & Wellness Economy Monitor is sponsored by Elemis, Hydrafacial, Performance Health, The BodyHoliday, Treatwell and Two Bunch Palms.

Energy Breaks - held each morning and afternoon during the Summit, will be hosted by gold sponsor Biologique Recherche, and silver sponsors Comfort Zone, Dornbracht, Eminence, June Jacobs and Sanitas.

Après Summit – this networking event takes place immediately following the close of the Summit on Day 3 and is sponsored by The Madison Collection.

"Having such a diverse group of distinguished companies from around the world step up to support the Summit is extremely gratifying. I look forward to welcoming them on stage and introducing them to Summit delegates in Tyrol," said Michelle Gamble, VP, Global Business Development.

WellnessToday

Global
Global News

Ten Predictions for the Future of Wellness, Travel, Spa and Beauty in Europe

Ha Y. Song | edit@wellnesstoday.kr

The Global Wellness Summit (GWS), an annual conference for international leaders in the wellness industry, today released ten predictions onthe future of wellness, travel, spa and beautyin Europe. The organization asked its partner experts in Europe - from CEOs of top travel, spa and beauty companies to leading economists and researchers - to forecast where wellness is headed in Europe. Predictions range from European nations increasingly "legislating wellness" by taxing unhealthy products - to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe–to the vast European beauty market being rewritten by both wellness and high-tech approaches – to wellness resortsrefocusing on nature, peace and authenticity.

The predictions spark a conversation that will continue at the Global Wellness Summit being held in Kitzbühel in Tyrol, Austria this October 17-19. The theme of the 10th annual conference is "Back to the Future", where the future of the wellness market will be analyzed through the lens of history, for both Europe and the world.

"Europe pioneered the holistic wellness concept, and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," said Susie Ellis, 2016 GWS co-chair and board member, who presented the predictions today at the Spa Life International conference in Germany. "And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

THE PREDICTIONS:

1) Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming

Sue Harmsworth, MBE, GWS Board Member & 2016 Co-chair; Founder & Chairman, ESPA International, UK

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

When it comes to wellness, Europe has for centuries been way out in front: with the region (especially Austria, Germany and Switzerland) inventing the truly holistic wellness concept that extends far beyond spa, to include nutrition, fitness, traditional medicine, mindfulness and a powerful connection to nature (kurs, baths, and healing systems like 19th-century Sebastian Kneipp's, marrying hydrotherapy, herbalism, movement, nutrition and mental wellness).
For so long, the world has had major catching up to do, but in the last decade they (i.e., the Americas, Asia) have: there has been recent stasis in Europe in innovating new, creative wellness offerings. In the future, Europe will (and must) focus on European Wellness 2.0, and private investment in older, once-state-sponsored European spas - as well as new wellness retreat concepts – will heat up to help make that a reality.

2) Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages – and "Big Food" will remake themselves as wellness companies

Thierry Malleret, PhD, GWI research partner; co-founder/author of the Monthly Barometer; founder, Global Risk Network at the World Economic Forum, Switzerland

More than half of European adults are overweight, with obesity tripling in many European countries since the 80s (WHO). The sheer cost of this epidemic means than more European nations will start taxing unhealthy food and beverages. In March, the UK joined Scandinavian countries, France and Hungary in imposing a sugar tax on canned drinks. The imperfection of the new UK tax (not a brave, broad-based tax on sugar) shows the intense battle-lines between governments and phenomenally powerful "Big Food". But more countries will take action, and the laws will expand to "bad" fats (like palm oil), high salt and highly processed foods.

Fighting back against the new legislation, European food and beverage manufacturers will reduce the amount of sugar in their products to preempt governments, as they also rebrand/reengineer around "healthy" or "wellness" foods. Nestlé, Europe's biggest corporation and the world's largest food company, looks to be taking a radical path: redefining itself as a scientifically-driven "nutrition, health and wellness company," with plans that its foods will be the vehicle for an entirely new type of medication: both preventive treatments and traditional medicine…rewriting what "food" and "pharmaceuticals" could be in the future. Watch this space.

3) Tourism will be Europe's fastest growing sector – and wellness travel will grow even faster

Jean-Claude Baumgarten, GWS Board Member; Chairman & CEO, CREWE Associates; Former President & CEO, World Travel & Tourism Council, France

Tourism will continue to have a very strong economic impact in Europe, and wellness tourism will grow even faster. Europe's tourism market will grow 2.8% a year over the next decade, outpacing annual economic growth of 1.9% - making it Europe's fastest growing market, equaled only by the financial sector. As Europe rapidly moves towards a service economy, tourism suddenly has greater absolute value than sectors like agriculture, manufacturing and chemicals – and represents nearly 60% of Europe's entire retail sector.

And with vastly increased stress, an aging population, and people's new quest for total wellbeing, over the next decades European wellness tourism will grow significantly faster than tourism overall. For instance, Global Wellness Institute research estimates a 7.3% annual growth rate between 2012-2017. The wellness travel outlook is very positive in mature Northern and Middle European nations; will grow even faster in Southern Europe (Italy, Spain, Portugal, etc., provided their economies continue to strengthen their recovery); and is bullish for the rest of developing Europe (including Russia, depending on economic/political factors) – where it's safe to say it will expand at the pace of the middle class.

4) "Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature

Dr. Franz Linser, GWS Board Member & 2016 Co-Chair; Founder, Linser Hospitality; former Olympic ski coach, Austria

The European (and global) consumer is facing unprecedented stress and 24/7 digital connection and "noise." Radically pressured lives mean we don't feel well anymore, and it's creating new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature. And European wellness/spa resorts will increasingly shift their focus from glitzy, amenity-driven, "exotic" luxury to meet these powerful needs. Everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature…the new stage for self-transformation and "re-finding oneself."

Equal parts spectacular and simple wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, in the form of everything from treehouses to houseboats. Spas, treatments and saunas will emerge from the basement to burst out into the trees as new "nature cocoons." The new luxury: sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above. Wellness retreats being developed in former monasteries (i.e., Schloss Mondsee, Austria; Eremito, Italy) are as much a tangible trend as a perfect metaphor for the future directions in Europe's wellness destinations: calm, simplicity, wild nature, spirituality and profound self-seeking will be front-and-center…and they will give Europeans (and the world) what they most desperately seek.

5) Spa 2.0: Rise of the European mini-kur

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

Bathing, and going on serious (10-day-plus) kurs, has always been a way of life in Europe. But now this time-honored, time-intensive tradition is emerging as a much shorter affair. "Mini-kurs" that pack in a 2-3 hour bathing ritual, spa treatments, nutritious food, movement, relaxation, and meditation/mindfulness (in one day or two) will trend. "Taking the waters" and hitting spa resorts will happen in shorter injections because busier Europeans are short on time, and there's also growing unease about air travel, so people are staying closer to home.

The "wellness staycation" concept, which has been popular in Scandinavian countries for some time, will now spread across Europe. And people will increasingly embrace these much shorter, but still transformational "just being" experiences everywhere from Tylösand Hotel & Spa in Sweden to Fredreichbad in Baden Baden, Germany.

6) A wave of new wellness properties and traditions - from the Baltic to the Black to the Caspian Seas - will be discovered by the world

Alla Sokolova, Initiative Chair, "Baltic to the Black Sea," Global Wellness Institute; Co-owner, General Manager, IWC Balans, Latvia

European wellness seekers will increasingly "head east," from the New Europe stretching from the Baltic to the Black Seas, further out to the Asian Caspian Sea. This region will undergo exciting wellness resort development, opening up their fascinating, little known wellness traditions to the world. So many forces are driving this eastward Wellness Renaissance. As former Soviet republics regain their footing, leading global wellness brands (whether Six Senses in Kazakhstan or Chenot Palace coming to Azerbaijan) are making moves – and the wellness property pipelines are heating up in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia – and the seaside "Stans." The region not only boasts an incredible, centuries-old, spa and bathing culture, the modernization of huge, former Soviet medical-wellness health resorts is underway. For instance, the stunning Kemeri Wellness Village & Hotel under development in Latvia (once a 19th-century bathhouse under Tsar Nikolai I, and a Soviet-era health resort with 100 doctors and 1 million treatments performed annually) is a shining example. Set in historic buildings in a National Forest, this new wellness community will include a 5-star hotel and clinic, with programs from balneotherapy to sleep to fertility.

And if the wellness traveler craves new, hyper-authentic experiences, the Baltic-to-the-Black Sea traditions, where Nature is Healer, really deliver. From climate therapy (where precise microclimates, including "doses" of mineral water, sunlight, contrasting temperature and humidity, and exposure to phytoncides from forest bathing, are prescribed – to the unique bathing tradition of the "pirt" (so different than the Russian banya), where forest-gathered herbal "besoms" (bouquets) are applied – to the ancient (and antioxidant) "black smoke saunas" – to a powerful focus on "wild fitness" and music therapy. The Baltic-to-the-Black-Sea nations have some of the most established wellness cultures on Earth, but they've flown under the radar. That's about to change.

---

7) First true chain of hot springs resorts will stretch across Eastern Europe

Andrew Gibson, GWS Board Member; VP Spa and Wellness, Fairmont Raffles Hotels and Resorts, UK and United Arab Emirates

Look out for the first true chain of branded hot springs properties (a collection of wellness hotels owned by one company) to stretch from Poland in the North to Moldova in the South. These will be fantastic thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's (including countries like the Czech Republic, Hungary, Slovenia and Slovakia's) abundant natural springs and kurs, long-established medical-wellness retreats, and rich-in-culture cities.

Private companies will work closely with state tourism departments to create safe destinations with reduced risk of terrorism, and once developed, this property network will likely become the world leader in "hot springs wellness." And as the thermal springs movement gathers steam, look for national tourism boards, or group of countries banding together, to promote this new "Hot Springs Road" that will wind across Eastern Europe: from Budapest to the amazing Karlovy Vary spa town in the Czech Republic.

8) Wellness will rewrite the European beauty market: "Beauty from the inside out" overtakes "hope in a jar"

Jacqueline Clarke, Wellness Research Director, Diagonal Reports, Ireland

The legacy global beauty culture is largely a European creation, where the focus has long been on the "cosmetic" (or external "appearance" and "artifice"). But a megatrend unfolding in Europe (as it has in the U.S. and Asia) is wellness-as-beauty…or "beauty from the inside out." And this dramatically different philosophy and aesthetic will shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses. Because the beauty-comes-from-within argument makes the cosmetics (and purely topical skincare) argument look more like hyped "hope in a jar."

The European wellness-as-beauty wave will inspire new categories that will recast beauty as self-care and prevention vs. mere "cosmetic repair": a dizzying array of functional solutions, along with a boom in the natural and organic generally (whether applied "within" or "without"). Is it all over for skincare and cosmetics? Hardly. One example: two French companies, L'Oreal (with their Vichy and La Roche-Posay brands) and Pierre Fabre (with Avene) show how wellness creates a new mega-category: healthcare for the skin. These products offer up the European heritage wellness of mineral springs water. And in the future almost every European company will adopt a wellness-as-beauty vocabulary and approach: whether it's active cosmetics, dermocosmetics, etc. And crucially, with the shift to beauty-as-wellness, greater emphasis will be placed on evidence.

9) High-tech beauty (devices and more aggressive procedures) finally hits Europe

Michael Schummert, GWS partner; CEO, Babor GmbH & Co., Germany

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and they're about to become one in Europe. We will see European hotel spas increasingly offer sophisticated "I-want-results-immediately" treatments using all types of cutting-edge beauty technology - which might start with a computer precisely analyzing your skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling. At European spas, a "holistic" approach won't just mean adding yoga, meditation or nutrition to massage, it will mean adding high-tech beauty to the already high-touch menus.

But the international differences will remain huge: while Asia and the U.S. are embracing ever-more-invasive procedures, Central Europe, for example, is only getting accustomed to microdermabrasion and ultrasound. And with the European beauty consumer a unique balance will need to be struck: they want high-impact results, but typically won't accept any downtime after a treatment.

10) New, important distinctions will be made between wellness, wellbeing & happiness

Susie Ellis, Chairman & CEO, Global Wellness Institute; 2016 GWS Co-chair & Board Member, United States

Shifts in language indicate shifts in thinking. If we've had the term" wellness," the "quality of being healthy", with its emphasis on proactive improvement of physical, mental, social, etc. health, since the 1970s, there has recently been a confusion, or even a supplanting, of the concept by the terms "wellbeing" and "happiness" – in Europe and globally. This has been spurred by important research that measures "happiness" (i.e., the "United Nations World Happiness Index") and "wellbeing" (i.e., the "Gallup Healthways Well-Being Index") in nations around the world, which captures key measurements like social support, trust in government/business, freedom – in addition to income realities and the physical health of the population. These studies have helped put "happiness" and "wellbeing" on the global stage, with a growing implication that these are "bigger," more capacious concepts than wellness.

But they also reveal why confusing "wellness" and "wellbeing" is problematic. For one, "happiness" measurements are often not good indicators of a population's health. One example: Mexico ranked #10 (out of 200+ countries) in Gallup's well-being report, despite having the highest obesity rates in the world. And these studies capture "perceptual" wellbeing (they survey people). This can skew things: if a population has lower expectations (of money, education, health) they might rate their happiness higher than wealthier nations – and one might feel a little less "happy" if they were surveyed later when they're sick from a chronic disease. Measuring happiness is very important, but we don't want to lose sight of the goal: taking action to create a healthier world. It's not enough to take the "heartbeat" of happiness…we have to change people's heartbeats.

Europe has much to teach the world about "wellness," "well-being" and "happiness" (North European nations dominate the UN Happiness Report). But there will be a growing distinction between these terms/concepts there, with wellness becoming associated with health and prevention and wellbeing associated with happiness. In a world where wellness has become a massive, so, heavily commercialized, market, there's a temptation to move on to a fresh, big word. But Europe especially, as the pioneer of holistic wellness, should embrace "wellness" – staying true to the prevention mantle that will be so important for the region, and the world.

well-being travel

FUTURE OF WELLNESS REVEALED

By Jessica Montevago
June 07, 2016

Thermal spa in Budapest, Hungary. Photo: Aida

The $3.4 trillion wellness industry is a booming market, attracting international and domestic visitors seeking a retreat from the hectic, plugged-in world in which we live.

Ahead of this year's Global Wellness Summit (GWS), industry CEOs, economists, and researchers gave their predictions for what's to come in the European wellness market.

European Wellness 2.0

After leading the industry for so long (think bath kurs and healing systems like 19th-century Sebastian Kneipp's), Europe has taken a back seat to industry leaders like the Americas and Asia. However, the GWS said Europe is set for a comeback after making new investments into older, once-state-sponsored European spas, as well as new wellness retreat concepts.

Increased demand

The Global Wellness Institute estimates a 7.3% annual growth rate in European wellness tourism through 2017, particularly in Italy, Spain, and Portugal.

Wellness resorts will refocus on peace, quiet, and nature

Expect a shift from glitzy, amenity-driven, "exotic" resorts to a more simple, quiet getaway. Wellness retreats are being developed in former monasteries (in Schloss Mondsee, Austria, and Eremito, Italy) to help guests disconnect from the digital world. Also helping guests to unwind, retreats will appear in the middle of nature, like on top of mountains, in the woods, and on the water, ranging from treehouses to houseboats.

"Mini-kurs"

Normally a 10-day bathing ritual, the same experience will be offered to busy travelers in a shortened amount of time. "Mini-kurs" will pack a two- to three-hour bathing ritual, spa treatments, nutritious food, relaxation, and meditation/mindfulness into one or two days.

Heading East

Wellness seekers will begin to go to Eastern Europe for its newly developed resorts from the Baltic to the Black Seas, and even further out to the Asian Caspian Sea. Wellness properties are in the pipeline in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, and Slovenia. The region is home to a centuries-old spa and bathing culture, including traditions like climate therapy and ancient "black smoke saunas."

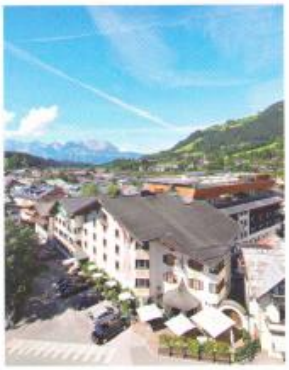
Das Wellness-Highlight 2016

Im Vorfeld des erstmals in Österreich stattfindenden Global Wellness Summit trafen wir die zwei Organisatoren, Dr. Franz Linser von Linser Hospitality und Susan Hamsworth von ESPA. Von ihnen erfuhren wir, was im Oktober in Kitzbühel zum 10-Jahres-Jubiläum geplant ist. Denn es soll ein besonderer Event werden ...

WELLNESS WORLD Business: Wie kann man den Global Wellness Summit zusammenfassen und wie könnte man ihn beschreiben?

Franz Linser: Für mich ist es ganz klar die Veranstaltung zum Thema weltweit. Zwar gibt es auch andere, gute regionale Veranstaltungen dazu, sei es in Asien oder in Amerika, aber für die Top-Liga, also die Entscheider, gibt es im Moment nichts Vergleichbares. Der Global Wellness Summit findet in diesem Jahr bereits zum zehnten Mal statt, was uns die Gelegenheit bietet, ein bisschen zurückzublicken. Unterm Strich umfasst er mit ca. 450 Delegierten eine gerade noch überschaubare Größe, sodass ausreichend Möglichkeiten zum Netzwerken gegeben sind – für manche Vertreter der Branche hat das natürlich immer mehr Bedeutung, als die einzelnen Vorträge. Allerdings sollte er auch nicht mehr wachsen. Für uns ist es wichtig, darauf zu achten, dass hauptsächlich die Entscheider kommen. Mit dem bewährten By-Invitation-Only-Konzept bleibt der Summit selektiv. Auch hat er in den letzten Jahren einen – vor allem in Europa – guten geografischen Mix bewiesen: Nach unserer bisherigen Aufteilung waren ungefähr ein Drittel Asien, ein Drittel Nordamerika und ein Drittel Europa vertreten. Allein die Anzahl der Anfragen, die wir aus europäischen Ländern bereits erhalten haben, zeigt ganz klar, dass Europa in diesem Jahr sehr dominant sein wird. Also, ja: Für die Entscheider ist das die Veranstaltung in der Branche.

Susan Harmsworth: Der GWS (Global Wellness Summit) ist ein By-Invitation-Only-Event, der Vorsitzende und Visionäre aus der Spa-, Wellness-, Medizin-, Reise-, und Tourismusbranche



Hotel Schwarzer Adler, Kitzbühel

weltweit an einen Tisch holt, um Meinungen auszutauschen, gemeinsam in die Zukunft zu blicken und in einer sicheren Umgebung Networking zu betreiben. Es ist eine Veranstaltung, die ausschließlich für CEOs, Inhaber und Führungskräfte geschaffen wurde.

WWB: Was wird die Teilnehmer 2016 in Kitzbühel erwarten? Gibt es schon ein grobes Programm?

Franz Linser: Ja, was den Rahmen anbelangt, da sind wir schon relativ konkret. Mit CEO Susie Ellis und der zweiten Co-Beauftragten, Susan Harmsworth, wird in dieser Phase wird sehr intensiv kommuniziert. Es haben bereits zwei Besichtigungen vor Ort stattgefunden, um die Hotels auszusuchen, Verträge abzuschließen und die Kontingente zu sichern. Wir besuchten auch das Kitzbühel Congress Center, um das Teilnehmer-Maximum festzulegen. Auch, wie viele Nebenräume es gibt für die Break-Out-Sessions und ob man Outdoor-Elemente in das Programm implementieren kann, usw. Mittlerweile können wir mit Sicherheit sagen, dass es mehr Hotels im Angebot geben wird als je zuvor. Nicht wie sonst zwei große Hotelketten und ein Kempinski, sondern dieses Jahr mit dem Ziel, die Leute in kleinen, familiär geführten Hotels in der Stadt unterzubringen, damit sie möglichst zu Fuß zum Veranstaltungszentrum gehen können. So kommen sie mit dem Ort und den Menschen in Kontakt – das hatte ich mir als Strategie für die Veranstaltung ganz intensiv gewünscht: Weg von den anonymen Hotelklötzen, wo man überhaupt keinen Bezug mehr zu Wetter, zu Landschaft oder zu Personen hat. Mein Gedanke war es, die Delegierten den Aufenthalt in Kitzbühel so erleben zu lassen, wie wir auch unsere Wellness-Gäste unterbringen würden, das heißt in klein strukturierten, familiären Häusern mit Spa-Bereich. Das kommunikative Element ist wichtig: Gemeinsam in einem Restaurant, in einer Stube zu essen und dann zur Veranstaltung zu gehen. Ein wesentlicher Punkt wird sein, das Erfolgsmodell Wellness-Tourismus aus Österreich zu platzieren. Es wird daher prominent dargestellt werden, wie sich in Österreich, insbesondere in Westösterreich bzw. Tirol, die ersten Pioniere unter den Wellness-Hotels vor etwa 25 Jahren etabliert haben. Das Konzept „Wellness" als Way-of-Living, als Philosophie, gibt es in Amerika schon seit etwa 50 Jahren – allerdings hat es noch gut 20 bis 25 Jahre gedauert, bis jemand bei uns darauf gekommen ist, aus diesem allgemeinen Wellness-Modell ein touristisches zu machen – das war dann die Geburtsstunde der Wellness-Hotellerie. Während in anderen internatio-

Foto: Hotel Schwarzer Adler

nalen Wellness-Konzepten im Wesentlichen große Hotelgruppen das Hotel bewirtschaftet, und ihre Spa-Fläche an eine andere Management-Company vermietet oder verpachtet haben, standen bei uns immer die Frage im Mittelpunkt „Wie esse ich in dem Hotel?", „Wie schlafe in diesem Hotel?", „Wie kommuniziere ich in diesem Hotel mit anderen Leuten?", „Wie schaut mein Outdoor-Programm aus?" und „Wie naturnahe ist das Hotel?". Dort ging es nur darum, Treatment-Rooms zu bewirtschaften und einen Weg zu finden, finanziell zu überleben. Nachdem jetzt die große Trendwelle von Wellness – im Gegensatz zum Spa – auf uns zukommt, bei der es eben genau um diese Ganzheitlichkeit, diese Naturnähe, und um diese Communitys geht, hat sich das damals von uns entwickelte Modell in Österreich – konkret Tirol – natürlich umso mehr zu einem weltweiten Vorbild entwickelt. Das also möchten wir, soweit es uns möglich ist, als roten Faden am Summit festlegen, damit die Veranstalter den globalen Teilnehmern und Medien glaubhaft machen können, dass dies einer der Hauptgründe ist, warum wir zum Zehnjahres-Jubiläum hierher nach Tirol gekommen sind.

WWB: Sind zum Zehnjahresjubiläum irgendwelche zusätzlichen Highlights zu erwarten?

Franz Linser: Auf jeden Fall. Und zwar in der Weise, dass es einen, wie wir glauben und hoffen, spannenden und teilweise auch unterhaltsamen Rückblick geben wird. Vielleicht sogar mit Leuten, die in den ersten Jahren wesentliche Gestalter des Summits waren, um sie zu befragen, wie sie jetzt, mit dem Wissen der letzten zehn Jahre, die Entwicklung des Summits einstufen würden. Ich glaube, dass der Blick zurück diesmal von durchaus allen gewünscht wird. Wir wollen aus der Entwicklung, die wir in den letzten Jahren beobachten konnten, herauslesen, wie groß die Dynamik in den kommenden Jahren sein wird. In der Realität wurden die Prognosen ja sogar teilweise übertroffen, sie hat sich noch schneller entwickelt, als man es ohnehin schon prognostiziert hatte. Um mit einem Blick zurück den Blick nach vorne realistischer einschätzen zu können. Damit lernen wir aus der Vergangenheit im Sinne von Marktzuwächsen, Dynamik, Differenzierung am Markt, Ganzheitlichkeit und all diesen Facetten, die wir dann auch auf dem Summit darstellen wollen – das wäre dann also der Hauptfokus unserer Zehn-Jahres-Veranstaltung.

Franz Linser, Sue Harmsworth, Susie Ellis

Foto: Global Wellness Summit

Susan Harmsworth: Das 10-jährige Jubiläum ist ein wahrer Meilenstein für uns, und um das zu feiern, werden wir Delegierte und Meinungsbildner vergangener Summits einladen. Es wird eine Art Zeitmaschine geben. Insgesamt erwarten wir rund 450 Delegierte und die Zahl der Teilnahmeregistrierungen übersteigt jetzt schon die der vergangenen Jahre.

WWB: Der Titel der Veranstaltung lautet heuer ja „Back to the Future" – was ist damit gemeint?

Susan Harmsworth: Den Titel „Back to the Future" haben wir gewählt, weil wir mit dem Summit dieses Jahr zu den Wurzeln wahrer Wellnesskonzepte in Österreich zurückkehren wollen und planen, dabei auch einen Blick in die Vergangenheit zu wagen: Was haben wir gelernt, was hat funktioniert, nicht funktioniert und wie können wir das Gelernte aus der Vergangenheit mit in die Zukunft nehmen, während wir uns die Trends der Zukunft ansehen.

Franz Linser: Kernidee des Ganzen ist, das liegt nahe, gleichzeitig zurück und nach vorn zu blicken, um daraus Erkenntnisse für die Zukunft zu gewinnen. Nach zehn Jahren muss sich, glaube ich, jedes Unternehmen und jede Initiative einmal zurücklehnen und resümieren, was sie bisher erreicht hat. Allein die Änderungen in ihrer Titulierung, „Global Spa Summit", dann später „Global Spa & Wellness Summit" und dann „Global Wellness Summit", also von Spa schleichend zu Wellness, spricht an sich ja schon Bände. Nämlich, dass sich diese große, globale Initiative mittlerweile vom Spa-Gedanken (Spa als eine Funktionseinheit mit Quadratmetern, Öffnungszeiten, Mitarbeitern etc.) hin zu einem Way-of-Living, einer Philosophie, nämlich Wellness, entwickelt hat.

WWB: 450 erwartete Delegierte, es waren noch nie so viele. Wird da aufgestockt?

Franz Linser: In Mexiko waren es in etwa so viele. Ich könnte es nicht genau auf den Teilnehmer sagen, aber es waren auf jeden Fall über 400 in Mexiko anwesend. Das Limit unserer Kapazitäten ist hier zwar mit dem Convention Center auf 450 begrenzt, in Bezug auf Hotels hätten wir aber keine Grenze nach oben – ist ja klar, in einem Land wie Tirol. Mehr, wenn ich es für mich persönlich sagen darf, würde ich allerdings ablehnen, denn ich fürchte, dass die Veranstaltung dann insgesamt einen ganz anderen Charakter bekommen könnte.

WWB: Frau Harmsworth, was wird dieses Jahr Ihre Aufgabe als Co-Host sein?

Susan Harmsworth: Im Großen und Ganzen ist es meine Aufgabe, bei den Referenten und Panels zu helfen und die PR zu betreuen. Ich betreue auch die Student-Challenge, die dieses Jahr ein ganz besonderes Format hat.

Herzlichen Dank für das Gespräch!
Das gesamte Interview lesen Sie auf www.wellnessworldbusiness.com

Mittlerweile sind die Namen einiger Referenten durchgesickert, die am Summit Keynotes halten werden. So werden Dr. Harald Stossier, Vivamayr, Dr. Elke Benedetto-Reisch und Dr. Christian Harisch, Lanserhof sowie Henri Chenot und Dr. Harry F. König, vom Brenners Park Hotel & Spa referieren. Man darf auf ein interessantes Programm gespannt sein!

PROFESSIONAL beauty

Above: The Restival camp in the Moroccan desert

As the spa industry continues to grow, moving ever faster, we look at some of the key trends in the sector

1. Cancer awareness

The movement to educate spas and therapists on treating clients with and in recovery from cancer has really gained momentum in the last year. More and more UK spas are working with US-based non-profit organisation Wellness for Cancer and becoming certified Cancer Aware," to demonstrate that staff have been trained in what the organisation refers to as "cancer modified therapies". UK spas that have taken this step include Lifehouse Hotel & Spa in Essex and the spa at Ramside Hall in Durham.

This year also saw the launch of the Lava Shell Cancer Aware treatment, a collaboration between the brand's UK distributor Shared Beauty Secrets and Wellness for Cancer; adapting the traditional Lava Shell massage for clients with the illness. UK initiative The Power of Touch (TPOT), which launched in earnest at Spa Life UK in November 2015 and aims to educate the industry so that no client with cancer is turned away from a spa because therapists are not comfortable treating them, is also gaining participants, and publicity.

2. Wellness vs. wellbeing

It's now been years since the spa industry morphed into the spa and wellness industry and the word wellness is everywhere. So is the terms wellbeing, and the two are often used interchangeably, as if their meaning were identical. However, a growing number of voices in the industry are now arguing for a distinction between the two. In a recent interview with Professional Spa & Wellness magazine, Susie Ellis, chairman and chief executive of the Global Wellness Summit (GWS), revealed that this discussion will be a topic at this year's summit.

Ellis said the summit will: "Explore the issue of wellness and wellbeing and how the industry can benefit from using both terms, but maybe not interchangeably." She added: "We're seeing this distinction happening now, between wellness and wellbeing." For award-wining Swiss spa and health resort Grand Resort Bad Ragaz the distinction is also important, as director of PR and corporate communications Martin Leiter has explained. Leiter said: "Wellness is more a short intervention, a short break. The goal we have here at Bad Ragaz is to deliver wellbeing and that should be something that is continuous and lasts more than a couple of days." We suspect the wellness vs wellbeing debate has only just begun.

3. Spa franchises

As part of a development that is seeing spas become more accessible to the general public, less limited to an affluent few and less reserved just for special occasions for everyone else, we're seeing a proliferation of spa franchises. US spa franchise Massage Envy, which already operates over 1,100 locations across the States, employing 25,000 people, announced in May this year that it had opened it's first international branch in Sydney, Australia. In total, 100 Massage Envy locations are scheduled to open in the country over a 15-year period, as part of Massage Envy's deal with the Australian Collective Wellness Group.

The UK saw its first homegrown spa franchise model arrive in April this year, when The Massage Company opened its inaugural site in Camberley, Surrey. The Massage Company, founded by Charlie Thompson, chair of the UK Spa Association and former group spa projects and support at Q Hotels, and Elliot Walker, former UK managing director of Murad, operates on a subscription model similar to that of a gym.

Aiming to make massage affordable and easy to access, the company plans to roll out 30 locations in the next five years, via a franchise model. Back in the US, franchise-based Massage Heights continues to grow, earlier this year announcing that it's on target to open 40 locations by the end of 2016. As part of a wider expansion, Massage Heights, which currently has 130 locations in the US and Canada, plans to have a total of 300 sites open by 2018.

4. Spa and wellness fests

Spa and wellness has joined the festival circuit, both as spa pop-ups at existing events, and new festivals wholly centred around wellness. Examples of the former include fashionable California music festival Coachella, with a wellness centre offering massages, foot soaks and personalised essential oil blends. The UK's Wilderness festival not only has its own spa, the Lakeside Spa, but also offers a wide range of yoga options, ballet and pilates classes, in-festival life coaches, mediation, mindfulness classes, massage and aromatherapy workshop, and much more on the wellness spectrum.

Restival, which launched with an event in the Moroccan desert in November last year, describes itself as a blend between a retreat and a festival, and is entirely wellness focused. The second Restival will take place in Arizona in September, followed by a return to Morocco in November and an event in Swedish Lapland in June 2017. Restival activities include yoga, meditation, wellness and writing workshops, gong baths (a type of sound therapy). Seems festivals are no longer all drunkenness and debauchery.

5. Outdoor spas

While outdoor areas have long been a feature in regions with a more favourable climate, including Asia and the Caribbean, they haven't always been as popular in our much colder part of the world. That is now changing, however. Many new spas and those that are refurbishing are raising their game by adding an outdoor element. Rockliffe Hall last year opened a £1 million spa garden with facilities including an infinity hydrotherapy pool, heated loungers, a glass-front sauna and a fire pit.

When the new spa opened at Ramside Hall last summer, it featured an outdoor vitality pool and a herb garden, and Bath House Spa at the Royal Crescent Hotel in Bath opened its spa garden, sponsored by Taittinger and serving drinks and healthy food, in July last year. Speaking to Professional Spa & Wellness magazine, Alistair Johnson, director of spa design and consultancy Spa Creators, said: "We try to encourage every site we work on to, if it's logistically feasible, have some form of outdoor activity within the design."

WELLTODO

GLOBAL WELLNESS NEWS

Image: Affinia Hotel

Is This The Future of Wellness, Travel, Spa & Beauty in Europe?

0

BY LAURA HILL ON JUNE 14, 2016 INSIGHTS, MARKET REPORTS

MIAMI, United States – *The Global Wellness Summit, an annual conference for international leaders in the wellness industry, has announced its latest predictions for the future of wellness, travel, spa and beauty in Europe.*

Forecasting the trends that will influence the wellness industry throughout Europe, experts including CEOs of top travel, spa and beauty companies, leading economists and researchers, will explore the predictions at the 10th annual Global Wellness Summit later this year.

"Europe pioneered the holistic wellness concept. It attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," explained Susie Ellis, 2016 GWS co-chair and board member.

"But while Europe has long been far ahead in wellness, other regions are fast catching up, so the focus needs to be on the future and innovation."

Tackling new wellness-led legislations, the surge in innovative wellness properties and the emergence of high-tech approaches to wellbeing, read on to discover which emerging trend has the potential to influence the way your business interacts and engages with the wellness industry.

Investment and Innovation

According to Sue Harmsworth, Founder & Chairman of ESPA International and Anna Bjurstram, VP of Spas & Wellness, Six Senses; when it comes to wellness, for centuries Europe has led the category.

Inventing today's wellness concept that extends beyond the spa, to include nutrition, fitness, traditional medicine and mindfulness, in recent years the region has become stagnant.

However, both agree that in the coming years, Europe will (and must) focus on re-invigorating European wellness through private investment in older, once-state-sponsored European spas, as well as new wellness retreat concepts.

From design-led medi-spas to new wellness communities built around "social spa-ing", the European spa industry is set to evolve dramatically.

New Legislations

Following the announcement of a new sugar tax in the UK, Thierry Malleret, co-founder and author of the Monthly Barometer says that other European countries will also take action, as new laws expand to include "bad" fats, high salt and highly processed foods.

Fighting back against new legislations, European food and beverage manufacturers will reduce the amount of sugar in their products to pre-empt governments, as they rebrand/re-engineer their products around the concept of "healthy" or "wellness" foods.

Nestlé, Europe's biggest corporation and the world's largest food company has already begun redefining itself as a scientifically-driven "nutrition, health and wellness company." While an explosion of innovate new entrants have begun to enter the soft drinks category in an attempt to advantage of the new regulations.

Read More: The Sugar Tax: What It Means For Wellness Startups

Image: Tenzing

Wellness Travel/Eastward Wellness

As tourism continues to have a strong economic impact in Europe, wellness tourism is set to grow even faster.

The Global Wellness Institute research estimates a 7.3% annual growth rate between 2012-2017, with Southern Europe dominating the region.

Jean-Claude Baumgarten, Former President of the World Travel & Tourism Council, argues that European wellness seekers will increasingly 'head east' to the Baltic and Black Seas, as the region undergoes exciting wellness resort development.

Boasting an incredible, centuries-old, spa and bathing culture, Baumgarten says the modernization of huge, former Soviet medical-wellness health resorts will form new communities, while wellness travellers craving new, hyper-authentic experiences, will head to the region to reconnect with nature.

Stress Relief

As European consumers continue to face an unprecedented amount of stress due to 24/7 digital connection, the increase in desire for digital detoxes, uncompromising peace and quiet, and the need to be close to the forces of nature will influence wellness and spa resorts moving forward, says Dr. Franz Linser, Founder of Linser Hospitality.

Shifting their focus from glitzy, amenity-driven, "exotic" luxury to meet these powerful needs, everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature.

Equal parts spectacular, yet simple, Linser says wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, and in the form of everything from treehouses to houseboats.

Spas, treatments and saunas will emerge from the basement to burst out into the trees as new 'nature cocoons'. While the new luxury; sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above, will emerge to give Europeans what they most desperately seek.

Image: Kakslauttanen Arctic Resort

Wellness Staycations

Anna Bjurstram, VP of Spas & Wellness at Six Senses; argues that the "wellness staycation" concept, which has been popular in Scandinavian countries for some time, will now spread across the rest of Europe.

As consumers increasingly embrace shorter experiences, 'Mini-kurs' that pack in two to three hour bathing rituals, spa treatments, nutritious food, movement, relaxation, and meditation (in small bites) will also begin to trend.

From the Tylösand Hotel & Spa in Sweden to the new Canyon Ranch in Turkey, consumers will increasingly embrace these much shorter, but still transformational "just being" experiences everywhere.

Beauty From The Inside Out

According to Jacqueline Clarke, Wellness Research Director at Diagonal Reports, a dramatically different philosophy and aesthetic is set to shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses in Europe, as they respond to new consumer attitudes surrounding beauty from the inside out.

Inspiring new categories that will recast beauty as self-care and prevention vs "cosmetic repair", Clarke argues that a dizzying array of functional solutions will emerge, along with a boom in the natural organic generally products.

But it's not all bad news for traditional skincare and cosmetics companies, as existing brands will leverage wellness to create a new mega-category: healthcare for the skin.

Clarke says, in the future almost every European company will adopt a wellness-as-beauty vocabulary and approach, and crucially, with the shift to beauty-as-wellness, greater emphasis will be placed on evidence.

Image: Herbivore

High-Tech Beauty

As high-tech, device-driven beauty procedures pick up speed in the Americas and Asia, Europe is taking notice.

According to Michael Schummert, CEO at Babor GmbH & Co., we will begin to see European hotel spas offer sophisticated "I-want-results-immediately" treatments using all types of cutting-edge technology.

Schummert says, what might start with a computer precisely analyzing your skin condition, will be followed by an intensive microdermabrasion peel, ultrasound or needling.

At European spas, a "holistic" approach won't just mean adding yoga, meditation or nutrition to massage, it will mean adding high-tech beauty to the already high-touch menus.

However, he argues that the international differences will remain. While Asia and the U.S. are embracing ever-more-invasive procedures, Central Europe, for example, is only getting accustomed to microdermabrasion and ultrasound. And with the European beauty consumer, a unique balance will need to be struck: they want high-impact results, but typically won't accept any downtime after a treatment.

Wellness, Wellbeing & Happiness

With the terms happiness, wellness and wellbeing firmly planted on the global stage, confusion surrounding the difference between 'wellness' and 'wellbeing' and their correlation to happiness will increase.

Susie Ellis, Chairman & CEO, Global Wellness Institute, argues that Europe has much to teach the world about wellness, wellbeing and happiness, and the growing distinction between the concepts.

As wellness becomes increasingly associated with health and prevention, Ellis says wellbeing will begin to align with happiness.

In a world where wellness has become a massive, so, heavily commercialised, market, there's a temptation to move on to a fresh, big word, but Europe especially, as the pioneer of holistic wellness, should embrace wellness – staying true to the prevention mantle that will be so important for the region, and the world, argues Ellis.

TRAVEL WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE

Luxury Insight

Old to new: Experts see innovation in European wellness

By Jeri Clausing / June 16, 2016

A+ A-

Eremito, a wellness retreat in a former monastery in Umbria, Italy.

Much of the buzz in wellness tourism in recent years has focused on the fast growth and luxurious new offerings in markets like the Americas and Asia.

But after nearly a decade of stagnation, experts expect a resurgence in innovation and investment in Europe's wellness sectors, from the reinvention of Soviet-era health resorts into luxury escapes to new wellness retreats in old monasteries and cloisters.

The predictions come from the Global Wellness Institute, which asked the CEOs of top travel, spa and beauty companies to forecast where wellness was headed in Europe in advance of the institute's 10th annual Global Wellness Summit, which will be held in Austria in October.

The theme of this year's conference will be "Back to the Future," which certainly seems fitting for today's European market.

"Europe pioneered the holistic wellness concept, and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," said Susie Ellis, co-chair and boardmember of the 2016 summit. "And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

The Kemeri Wellness Village & Hotel is under development in Latvia at the site of a 19th-century bathhouse and former Soviet-era health resort.

Alla Sokolova, co-owner and general manager of Balans International Wellness Centre, the first international wellness destination in Latvia, predicts Eastern Europe will see as a "wellness renaissance" as development heats up along the Baltic, Black and, in Asia, the Caspian seas.

"As former Soviet republics regain their footing, leading global wellness brands are making moves," Sokolova said. "And the wellness property pipelines are heating up in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia and the seaside 'Stans.'" Among the players entering the market: Six Senses in Kazakhstan and Chenot Place in Azerbaijan.

Additionally, she says, the Kemeri Wellness Village & Hotel in Latvia is under development at the site of a 19th-century bathhouse that later became a Soviet-era health resort with 100 doctors who performed a million treatments annually. The wellness community, set in a national forest, will include a five-star hotel and clinic, with programs from healing mineral springs to sleep to fertility.

Dr. Franz Linser, co-founder and chair of Linser Hospitality, says the new luxury will be "sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above."

"The European (and global) consumer is facing unprecedented stress and 24/7 digital connection and 'noise,'" he said. "Radically pressured lives mean we don't feel well anymore, and it's creating new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature.

Linser points to wellness retreats being developed in former monasteries such as Schloss Mondsee in Austria and Eremito in Italy, saying they "are as much a tangible trend as a perfect metaphor for the future directions in Europe's wellness destinations: calm, simplicity, wild nature, spirituality and profound self-seeking will be front-and-centerand they will give Europeans (and the world) what they most desperately seek."

PANROTAS
ESTRATÉGICO PARA O PROFISSIONAL DE TURISMO

A força do bem-estar: 9 tendências na Europa

02/06/2016 11:32:00 - Destinos

Rodrigo Vieira

A conferência anual de líderes internacionais da indústria do bem-estar lançou hoje uma lista das principais tendências no futuro do setor na Europa. Turismo, spas, resorts, hotéis, bem-estar, atividades físicas e tecnologia estão entre os principais itens da previsão do que será da Europa nos próximos anos nesse sentido. A lista foi lançada mirando o Global Wellness Summit, que acontecerá na Áustria em outubro deste ano.

Confira abaixo as tendências apontadas pelos especialistas:

1) A explosão do bem-estar
O Turismo continuará a ter um impacto econômico fortíssimo na Europa, e as viagens de bem-estar crescerão ainda mais. O setor deve aumentar 2,8% por ano no continente na próxima década, ultrapassando o 1,9% de crescimento da economia. Esse será o maior vetor de crescimento europeu, batendo de frente com o setor financeiro. Como a Europa avança rapidamente seu setor de serviço, o Turismo se beneficia e passa a ter um valor maior do que setores como agricultura, manufaturados e químicos, e vai representar aproximadamente 60% do varejo no continente.

Com uma vida cada vez mais estressante e o pedido cada vez maior das pessoas por atividades para relaxar, o Turismo de bem-estar vai crescer significantemente mais rápido do que o Turismo geral. Por exemplo, o Instituto Global Wellness registra que haverá um crescimento médio anual de 7,3% entre 2012-2017. O mercado de bem-estar está muito maduro no Norte e no centro da Europa, portanto crescerá ainda mais rápido em países como Itália, Espanha, Portugal, etc., e será responsável por um desenvolvimento enorme.

2) Europa recebe investimentos
Países da Europa, especialmente na região de Alemanha, Áustria e Suíça, praticamente inventaram o conceito holístico de bem-estar, que vai além do spa para incluir nutrição, fitness, medicina e conexão com a natureza. O continente ficou por um bom tempo estagnado, sem muitas inovações no setor, apenas conduzindo com maestria seu excelente produto, mas na última década eles estão finalmente trazendo inovação. A Europa deve e vai focar no European Wellness 2.0, o que deve trazer novos conceitos de tratamento e spas. Investimentos públicos e privados devem agitar o setor na Europa.

3) Combate à obesidade
Mais da metade dos adultos europeus estão acima do peso e a obesidade vem triplicando em muitos países do continente desde a década de 1980. A situação chegou a ponto de nações europeias estudarem impostos por comidas e bebidas não saudáveis. Em março, o Reino Unido se juntou a países escandinavos, França e Hungria para taxar bebidas açucaradas de latas.

Brigando contra a nova legislação, a indústria alimentícia europeia garante que vai reduzir a quantidade de açúcar em seus produtos, além de remodelar os conceitos de "saudável" e de "bem-estar" na embalagem. Muita coisa deve ser noticiada num futuro próximo.

4) Natureza e nada mais
O consumidor global está encarando um stress sem precedentes com essa vida conectada e barulhenta 24 horas por dia, sete dias por semana. As pessoas estão radicalmente pressionadas e procurando opções de bem-estar, e isso cria novas demandas: isolamento completo da vida moderna, paz, quietude e aproximação com as forças da natureza. Os spas e resorts europeus vão gradualmente trocar seus perfis exóticos e cheio de amenidades para coisas mais simples, ligadas às poderosas forças da natureza.

5) Spa 2.0, os mini-tratamentos
Tratamentos longos, acima de dez dias, sempre tiveram grande espaço na Europa, mas agora eles estão dando lugar a mini-spas, tratamentos de curta duração. Esses pacotes menores, que podem chegar a ter duas ou três horas de banho, spa, tratamentos, alimentação, movimento e relaxamento e meditação, serão tendências.

6) Leste europeu
Os especialistas e fãs de spas e bem-estar estão de olho no extremo leste da Europa, do Báltico ao Mares Negros, percorrendo até o Mar Cáspio asiático. Essa região deve superar as expectativas de desenvolvimento de resorts. As nações que compunham as repúblicas soviéticas estão recuperando suas identidades, a exemplo das marcas de bem-estar reconhecidas internacionalmente. A região não conta apenas com uma cultura incrível e tradicional de spas e banhos, mas também conta com um serviço que é referência no setor. Seus recursos naturais também são reforços incríveis.

7) Propriedades termais no Leste Europeu
A primeira rede de hotéis de propriedades termais do leste europeu, que irá da Polônia até a Moldova, terá fantásticos tratamentos integrando medicina e bem-estar, e deve explorar a natureza abundante de países como República Tcheca, Hungria, Eslovênia e Eslováquia.

Companhias privadas trabalharão perto de departamentos de Turismo estatais para criar destinos seguros com risco reduzido de terrorismo, e uma vez desenvolvida, essa rede de propriedades vai provavelmente se tornar líder em "bem-estar de águas termais".

8) O bem-estar é a nova beleza

O foco da indústria da beleza na Europa há muito tempo vem sendo os cosméticos, mas uma megatendência foge um pouco desses produtos de aparência. O bem-estar se tornou a nova beleza, ou "a beleza vem de dentro". Isso afeta dramaticamente a filosofia de beleza conhecida hoje, e vai afetar estratégias de marketing e monopólios de venda na indústria de cosméticos. O mercado europeu de bem-estar vai inspirar novas categorias, como a prevenção em vez de remediar com uma maquiagem ou outro produto.

9) Tecnologia

A tecnologia relacionada à medicina e a procedimentos de beleza é um mercado em alta nas Américas e na Ásia e se absolutamente se tornará forte na Europa. A oferta de hotéis e spas europeus está aumentando muito e sofisticadamente. Os tratamentos de resultado imediatos usando todo tipo de tecnologia, que passa por computadores de análise do seu tipo e condição de pele, seguida por um peeling ou outros tratamentos, são tendências fortíssimas. Em spas, o conceito holístico não significará a adição de iôga, meditação, massagem e nutrição, mas sim alta tecnologia e menus touch.

spa development & equipment

Global Wellness Summit Predicts Future of Wellness in Europe

The Global Wellness Summit (GWS), an annual conference for international leaders in the wellness industry, recently released ten predictions for the future of wellness, travel, spa and beauty in Europe. The organization asked its partner experts in Europe – from CEOs of top travel, spa and beauty companies to leading economists and researchers – to forecast where wellness is headed in Europe.

Predictions range from European nations increasingly "legislating wellness" by taxing unhealthy products, to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe, to the vast European beauty market being rewritten by both wellness and high-tech approaches, to wellness resorts refocusing on nature, peace and authenticity.

DAYSPA®

INDUSTRY NEWS

GLOBAL WELLNESS SUMMIT PREDICTS FUTURE OF WELLNESS IN EUROPE

Ten experts shared their predictions for the future of wellness, travel, spa and beauty in Europe.

Photo credit: Kakslautten Arctic Resort, Finland

The Global Wellness Summit (GWS), an annual conference for international leaders in the wellness industry, recently released ten predictions for the future of wellness, travel, spa and beauty in Europe. The organization asked its partner experts in Europe – from CEOs of top travel, spa and beauty companies to leading economists and researchers – to forecast where wellness is headed in Europe. Predictions range from European nations increasingly "legislating wellness" by taxing unhealthy products, to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe, to the vast European beauty market being rewritten by both wellness and high-tech approaches, to wellness resorts refocusing on nature, peace and authenticity.

The predictions spark a conversation that will continue at the Global Wellness Summit being held in Kitzbühel in Tyrol, Austria this October 17-19. The theme of the 10th annual conference is "Back to the Future", where the future of the wellness market will be analyzed through the lens of history, for both Europe and the world.

The Predictions

1. **Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming.**
Sue Harmsworth, MBE, GWS Board Member & 2016 Co-chair; Founder & Chairman, ESPA International, UK
Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

When it comes to wellness, Europe has for centuries been way out in front: with the region (especially Austria, Germany and Switzerland) inventing the truly holistic wellness concept that extends far beyond spa, to include nutrition, fitness, traditional medicine, mindfulness and a powerful connection to nature (kurs, baths, and healing systems like 19th-century Sebastian Kneipp's, marrying hydrotherapy, herbalism, movement, nutrition and mental wellness).

For so long, the world has had major catching up to do, but in the last decade they (i.e., the Americas, Asia) have: there has been recent stasis in Europe in innovating new, creative wellness offerings. In the future, Europe will (and must) focus on European Wellness 2.0, and private investment in older, once-state-sponsored European spas – as well as new wellness retreat concepts – will heat up to help make that a reality.

2. **Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages – and "Big Food" will remake themselves as wellness companies.**
Thierry Malleret, PhD, GWI research partner; co-founder/author of the Monthly Barometer; founder, Global Risk Network at the World Economic Forum, Switzerland

More than half of European adults are overweight, with obesity tripling in many European countries since the 80s (WHO). The sheer cost of this epidemic means than more European nations will start taxing unhealthy food and beverages. In March, the UK joined Scandinavian countries, France and Hungary in imposing a sugar tax on canned drinks. The imperfection of the new UK tax (not a brave, broad-based tax on sugar) shows the intense battle-lines between governments and phenomenally powerful "Big Food". But more countries will take action, and the laws will expand to "bad" fats (like palm oil), high salt and highly processed foods.

Fighting back against the new legislation, European food and beverage manufacturers will reduce the amount of sugar in their products to preempt governments, as they also rebrand/reengineer around "healthy" or "wellness" foods. Nestlé, Europe's biggest corporation and the world's largest food company, looks to be taking a radical path: redefining itself as a scientifically-driven "nutrition, health and wellness company," with plans that its foods will be the vehicle for an entirely new type of medication: both preventive treatments and traditional medicine...rewriting what "food" and "pharmaceuticals" could be in the future. Watch this space.

3. **Tourism will be Europe's fastest growing sector – and wellness travel will grow even faster.**
Jean-Claude Baumgarten, GWS Board Member; Chairman & CEO, CREWE Associates; Former President & CEO, World Travel & Tourism Council, France

Tourism will continue to have a very strong economic impact in Europe, and wellness tourism will grow even faster. Europe's tourism market will grow 2.8% a year over the next decade, outpacing annual economic growth of 1.9% – making it Europe's fastest growing market, equaled only by the financial sector. As Europe rapidly moves towards a service economy, tourism suddenly has greater absolute value than sectors like agriculture, manufacturing and chemicals – and represents nearly 60% of Europe's entire retail sector.

And with vastly increased stress, an aging population, and people's new quest for total wellbeing, over the next decades European wellness tourism will grow significantly faster than tourism overall. For instance, Global Wellness Institute research estimates a 7.3% annual growth rate between 2012-2017. The wellness travel outlook is very positive in mature Northern and Middle European nations; will grow even faster in Southern Europe (Italy, Spain, Portugal, etc., provided their economies continue to strengthen their recovery); and is bullish for the rest of developing Europe (including Russia, depending on economic/political factors) – where it's safe to say it will expand at the pace of the middle class.

4. **"Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature.**
Dr. Franz Linser, GWS Board Member & 2016 Co-Chair; Founder, Linser Hospitality; former Olympic ski coach, Austria

The European (and global) consumer is facing unprecedented stress and 24/7 digital connection and "noise." Radically pressured lives mean we don't feel well anymore, and it's creating new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature. And European wellness/spa resorts will increasingly shift their focus from glitzy, amenity-driven, "exotic" luxury to meet these powerful needs. Everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature...the new stage for self-transformation and "re-finding oneself."

Equal parts spectacular and simple wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, in the form of everything from treehouses to houseboats. Spas, treatments and saunas will emerge from the basement to burst out into the trees as new "nature cocoons." The new luxury: sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above. Wellness retreats being developed in former monasteries (i.e., Schloss Mondsee, Austria; Eremito, Italy) are as much a tangible trend as a perfect metaphor for the future directions in Europe's wellness destinations: calm, simplicity, wild nature, spirituality and profound self-seeking will be front-and-center...and they will give Europeans (and the world) what they most desperately seek.

5. **Spa 2.0: Rise of the European mini-kur**
Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

Bathing, and going on serious (10-day-plus) kurs, has always been a way of life in Europe. But now this time-honored, time-intensive tradition is emerging as a much shorter affair. "Mini-kurs" that pack in a 2-3 hour bathing ritual, spa treatments, nutritious food, movement, relaxation, and meditation/mindfulness (in one day or two) will trend. "Taking the waters" and hitting spa resorts will happen in shorter injections because busier Europeans are short on time, and there's also growing unease about air travel, so people are staying closer to home.

The "wellness staycation" concept, which has been popular in Scandinavian countries for some time, will now spread across Europe. And people will increasingly embrace these much shorter, but still transformational "just being" experiences everywhere from Tylösand Hotel & Spa in Sweden to Fredreichbad in Baden Baden, Germany.

6. **A wave of new wellness properties and traditions – from the Baltic to the Black to the Caspian Seas – will be discovered by the world.**
Alla Sokolova, Initiative Chair, "Baltic to the Black Sea," Global Wellness Institute; Co-owner, General Manager, IWC Balans, Latvia

European wellness seekers will increasingly "head east," from the New Europe stretching from the Baltic to the Black Seas, further out to the Asian Caspian Sea. This region will undergo exciting wellness resort development, opening up their fascinating, little known wellness traditions to the world. So many forces are driving this eastward Wellness Renaissance. As former Soviet republics regain their footing, leading global wellness brands (whether Six Senses in Kazakhstan or Chenot Palace coming to Azerbaijan) are making moves – and the wellness property pipelines are heating up in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia – and the seaside "Stans." The region not only boasts an incredible, centuries-old, spa and bathing culture, the modernization of huge, former Soviet medical-wellness health resorts is underway. For instance, the stunning Kemeri Wellness Village & Hotel under development in Latvia (once a 19th-century bathhouse under Tsar Nikolai I, and a Soviet-era health resort with 100 doctors and 1 million treatments performed annually) is a shining example. Set in historic buildings in a National Forest, this new wellness community will include a 5-star hotel and clinic, with programs from balneotherapy to sleep to fertility.

And if the wellness traveler craves new, hyper-authentic experiences, the Baltic-to-the-Black Sea traditions, where Nature is Healer, really deliver. From climate therapy (where precise microclimates, including "doses" of mineral water, sunlight, contrasting temperature and humidity, and exposure to phytoncides from forest bathing, are prescribed – to the unique bathing tradition of the "pirt" (so different than the Russian banya), where forest-gathered herbal "besoms" (bouquets) are applied – to the ancient (and antioxidant) "black smoke saunas" – to a powerful focus on "wild fitness" and music therapy. The Baltic-to-the-Black-Sea nations have some of the most established wellness cultures on Earth, but they've flown under the radar. That's about to change.

7. **First true chain of hot springs resorts will stretch across Eastern Europe.**
Andrew Gibson, GWS Board Member; VP Spa and Wellness, Fairmont Raffles Hotels and Resorts, UK and United Arab Emirates

Look out for the first true chain of branded hot springs properties (a collection of wellness hotels owned by one company) to stretch from Poland in the North to Moldova in the South. These will be fantastic thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's (including countries like the Czech Republic, Hungary, Slovenia and Slovakia's) abundant natural springs and kurs, long-established medical-wellness retreats, and rich-in-culture cities.

Private companies will work closely with state tourism departments to create safe destinations with reduced risk of terrorism, and once developed, this property network will likely become the world leader in "hot springs wellness." And as the thermal springs movement gathers steam, look for national tourism boards, or group of countries banding together, to promote this new "Hot Springs Road" that will wind across Eastern Europe: from Budapest to the amazing Karlovy Vary spa town in the Czech Republic.

8. **Wellness will rewrite the European beauty market: "Beauty from the inside out" overtakes "hope in a jar."**
Jacqueline Clarke, Wellness Research Director, Diagonal Reports, Ireland

The legacy global beauty culture is largely a European creation, where the focus has long been on the "cosmetic" (or external "appearance" and "artifice"). But a megatrend unfolding in Europe (as it has in the U.S. and Asia) is wellness-as-beauty...or "beauty from the inside out." And this dramatically different philosophy and aesthetic will shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses. Because the beauty-comes-from-within argument makes the cosmetics (and purely topical skincare) argument look more like hyped "hope in a jar."

The European wellness-as-beauty wave will inspire new categories that will recast beauty as self-care and prevention vs. mere "cosmetic repair": a dizzying array of functional solutions, along with a boom in the natural and organic generally (whether applied "within" or "without"). Is it all over for skincare and cosmetics? Hardly. One example: two French companies, L'Oreal (with their Vichy and La Roche-Posay brands) and Pierre Fabre (with Avene) show how wellness creates a new mega-category: healthcare for the skin. These products offer up the European heritage wellness of mineral springs water. And in the future almost every European company will adopt a wellness-as-beauty vocabulary and approach: whether it's active cosmetics, dermocosmetics, etc. And crucially, with the shift to beauty-as-wellness, greater emphasis will be placed on evidence.

9. **High-tech beauty (devices and more aggressive procedures) finally hits Europe.**
Michael Schummert, GWS partner; CEO, Babor GmbH & Co., Germany

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and they're about to become one in Europe. We will see European hotel spas increasingly offer sophisticated "I-want-results-immediately" treatments using all types of cutting-edge beauty technology – which might start with a computer precisely analyzing your skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling. At European spas, a "holistic" approach won't just mean adding yoga, meditation or nutrition to massage, it will mean adding high-tech beauty to the already high-touch menus.

But the international differences will remain huge: while Asia and the U.S. are embracing ever-more-invasive procedures, Central Europe, for example, is only getting accustomed to microdermabrasion and ultrasound. And with the European beauty consumer a unique balance will need to be struck: they want high-impact results, but typically won't accept any downtime after a treatment.

10. **New, important distinctions will be made between wellness, wellbeing and happiness.**
Susie Ellis, Chairman & CEO, Global Wellness Institute; 2016 GWS Co-chair & Board Member, United States

Shifts in language indicate shifts in thinking. If we've had the term" wellness," the "quality of being healthy", with its emphasis on proactive improvement of physical, mental, social, etc. health, since the 1970s, there has recently been a confusion, or even a supplanting, of the concept by the terms "wellbeing" and "happiness" – in Europe and globally. This has been spurred by important research that measures "happiness" (i.e., the "United Nations World Happiness Index") and "wellbeing" (i.e., the "Gallup Healthways Well-Being Index") in nations around the world, which captures key measurements like social support, trust in government/business, freedom – in addition to income realities and the physical health of the population. These studies have helped put "happiness" and "wellbeing" on the global stage, with a growing implication that these are "bigger," more capacious concepts than wellness.

But they also reveal why confusing "wellness" and "wellbeing" is problematic. For one, "happiness" measurements are often not good indicators of a population's health. One example: Mexico ranked #10 (out of 200+ countries) in Gallup's well-being report, despite having the highest obesity rates in the world. And these studies capture "perceptual" wellbeing (they survey people). This can skew things: if a population has lower expectations (of money, education, health) they might rate their happiness higher than wealthier nations – and one might feel a little less "happy" if they were surveyed later when they're sick from a chronic disease. Measuring happiness is very important, but we don't want to lose sight of the goal: taking action to create a healthier world. It's not enough to take the "heartbeat" of happiness...we have to change people's heartbeats.

Europe has much to teach the world about "wellness," "well-being" and "happiness" (North European nations dominate the UN Happiness Report). But there will be a growing distinction between these terms/concepts there, with wellness becoming associated with health and prevention and wellbeing associated with happiness. In a world where wellness has become a massive, so, heavily commercialized, market, there's a temptation to move on to a fresh, big word. But Europe especially, as the pioneer of holistic wellness, should embrace "wellness" – staying true to the prevention mantle that will be so important for the region, and the world.

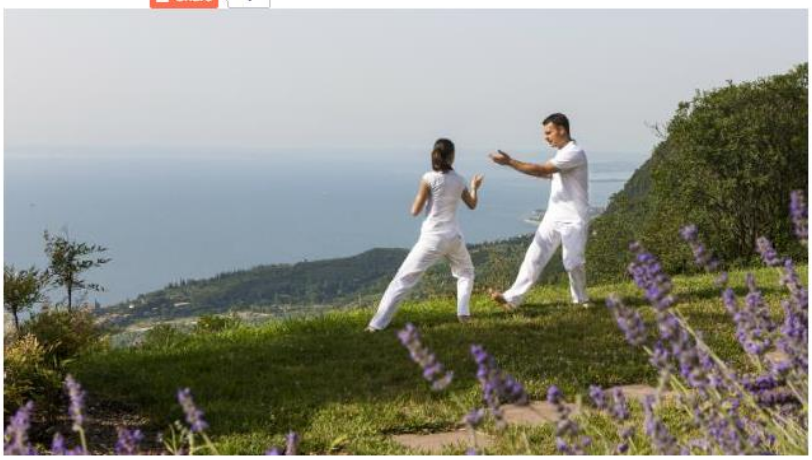
For more information on the Global Wellness Summit, please visit globalwellnesssummit.com.

PROFESSIONAL spa & wellness

Future of beauty, travel, spa and wellness in Europe revealed

Jun 03, 2016

Like Share 48 Tweet Pin it
Share 1



10 predictions on the future of beauty, travel, spa and wellness in Europe have been released by the Global Wellness Summit (GWS).

The GWS asked European CEOs of top travel, spa and beauty companies, as well as leading economists and researchers, to forecast where wellness is headed.

Predictions ranged from European nations increasingly "legislating wellness" by taxing unhealthy products to a surge in new wellness properties and the discovery of little-known traditions across Eastern Europe.

The 10 predictions on the future of the industry in Europe are:

1. Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming

2. Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages and "big food" businesses will remake themselves as wellness companies

3. Tourism will be Europe's fastest growing sector and wellness travel will grow even faster

4. "Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature

5. Spa 2.0: rise of the European mini-kur – packing in a two to three-hour bathing ritual, spa treatments, nutritious food, movement, relaxation and meditation/mindfulness will trend

6. A wave of new wellness properties and traditions – from the Baltic to the Black to the Caspian Seas – will be discovered by the world as European wellness seekers "head East"

7. The first true chain of hot springs resorts will stretch across Eastern Europe

8. Wellness will rewrite the European beauty market: "beauty from the inside out" overtakes "hope in a jar" – this philosophy will shake up marketing strategies and sales monopolies of big cosmetic/skincare houses

9. High-tech beauty (devices and more aggressive procedures) finally hits Europe

10. New, important distinctions will be made between "wellness," "wellbeing" and "happiness"

Susie Ellis, chairman and chief executive of the GWS, said: "Europe pioneered the holistic wellness concept and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world."

"And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

The 2016 Global Wellness Summit will be held in Kitzbühel in Tyrol, Austria, on October 17–19.

travelmarket report
Voice of the Travel Professional

Future of Wellness Revealed

by Jessica Montevago / June 07, 2016

Thermal spa in Budapest, Hungary. Photo: Aida

The $3.4 trillion wellness industry is a booming market, attracting international and domestic visitors seeking a retreat from the hectic, plugged-in world in which we live.

Ahead of this year's Global Wellness Summit (GWS), industry CEOs, economists, and researchers gave their predictions for what's to come in the European wellness market.

European Wellness 2.0

After leading the industry for so long (think bath kurs and healing systems like 19th-century Sebastian Kneipp's), Europe has taken a back seat to industry leaders like the Americas and Asia. However, the GWS said Europe is set for a comeback after making new investments into older, once-state-sponsored European spas, as well as new wellness retreat concepts.

Increased demand

The Global Wellness Institute estimates a 7.3% annual growth rate in European wellness tourism through 2017, particularly in Italy, Spain, and Portugal.

Wellness resorts will refocus on peace, quiet, and nature

Expect a shift from glitzy, amenity-driven, "exotic" resorts to a more simple, quiet getaway. Wellness retreats are being developed in former monasteries (in Schloss Mondsee, Austria, and Eremito, Italy) to help guests disconnect from the digital world. Also helping guests to unwind, retreats will appear in the middle of nature, like on top of mountains, in the woods, and on the water, ranging from treehouses to houseboats.

"Mini-kurs"

Normally a 10-day bathing ritual, the same experience will be offered to busy travelers in a shortened amount of time. "Mini-kurs" will pack a two- to three-hour bathing ritual, spa treatments, nutritious food, relaxation, and meditation/mindfulness into one or two days.

Heading East

Wellness seekers will begin to go to Eastern Europe for its newly developed resorts from the Baltic to the Black Seas, and even further out to the Asian Caspian Sea. Wellness properties are in the pipeline in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, and Slovenia. The region is home to a centuries-old spa and bathing culture, including traditions like climate therapy and ancient "black smoke saunas."

Bio-Medicine

Ten Predictions for the Future of Wellness, Travel, Spa and Beauty in Europe

Date:5/31/2016 [Outline] [RSS & Subscription] G+1 0

Miami, FL (PRWEB) May 31, 2016

The Global Wellness Summit (GWS), an annual conference for international leaders in the wellness industry, today released ten predictions on the future of wellness, travel, spa and beauty in Europe. The organization asked its partner experts in Europe - from CEOs of top travel, spa and beauty companies to leading economists and researchers - to forecast where wellness is headed in Europe. Predictions range from European nations increasingly "legislating wellness" by taxing unhealthy products - to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe– to the vast European beauty market being rewritten by both wellness and high-tech approaches – to wellness resorts refocusing on nature, peace and authenticity.

The predictions spark a conversation that will continue at the Global Wellness Summit being held in Kitzbühel in Tyrol, Austria this October 17-19. The theme of the 10th annual conference is "Back to the Future", where the future of the wellness market will be analyzed through the lens of history, for both Europe and the world.

"Europe pioneered the holistic wellness concept, and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," said Susie Ellis, 2016 GWS co-chair and board member, who presented the predictions today at the Spa Life International conference in Germany. "And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

The Predictions:

1) Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming

Sue Harmsworth, MBE, GWS Board Member & 2016 Co-chair; Founder & Chairman, ESPA International, UK

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

When it comes to wellness, Europe has for centuries been way out in front: with the region (especially Austria, Germany and Switzerland) inventing the truly holistic wellness concept that extends far beyond spa, to include nutrition, fitness, traditional medicine, mindfulness and a powerful connection to nature (kurs, baths, and healing systems like 19th-century Sebastian Kneipp's, marrying hydrotherapy, herbalism, movement, nutrition and mental wellness).

For so long, the world has had major catching up to do, but in the last decade they (i.e., the Americas, Asia) have: there has been recent stasis in Europe in innovating new, creative wellness offerings. In the future, Europe will (and must) focus on European Wellness 2.0, and private investment in older, once-state-sponsored European spas - as well as new wellness retreat concepts – will heat up to help make that a reality.

2) Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages – and "Big Food" will remake themselves as wellness companies

Thierry Malleret, PhD, GWI research partner; co-founder/author of the Monthly Barometer; founder, Global Risk Network at the World Economic Forum, Switzerland

More than half of European adults are overweight, with obesity tripling in many European countries since the 80s (WHO). The sheer cost of this epidemic means than more European nations will start taxing unhealthy food and beverages. In March, the UK joined Scandinavian countries, France and Hungary in imposing a sugar tax on canned drinks. The imperfection of the new UK tax (not a brave, broad-based tax on sugar) shows the intense battle-lines between governments and phenomenally powerful "Big Food". But more countries will take action, and the laws will expand to "bad" fats (like palm oil), high salt and highly processed foods.

Fighting back against the new legislation, European food and beverage manufacturers will reduce the amount of sugar in their products to preempt governments, as they also rebrand/reengineer around "healthy" or "wellness" foods. Nestlé, Europe's biggest corporation and the world's largest food company, looks to be taking a radical path: redefining itself as a scientifically-driven "nutrition, health and wellness company," with plans that its foods will be the vehicle for an entirely new type of medication: both preventive treatments and traditional medicine…rewriting what "food" and "pharmaceuticals" could be in the future. Watch this space.

3) Tourism will be Europe's fastest growing sector – and wellness travel will grow even faster

Jean-Claude Baumgarten, GWS Board Member; Chairman & CEO, CREWE Associates; Former President & CEO, World Travel & Tourism Council, France

Tourism will continue to have a very strong economic impact in Europe, and wellness tourism will grow even faster. Europe's tourism market will grow 2.8% a year over the next decade, outpacing annual economic growth of 1.9% - making it Europe's fastest growing market, equaled only by the financial sector. As Europe rapidly moves towards a service economy, tourism suddenly has greater absolute value than sectors like agriculture, manufacturing and chemicals – and represents nearly 60% of Europe's entire retail sector.

And with vastly increased stress, an aging population, and people's new quest for total wellbeing, over the next decades European wellness tourism will grow significantly faster than tourism overall. For instance, Global Wellness Institute research estimates a 7.3% annual growth rate between 2012-2017. The wellness travel outlook is very positive in mature Northern and Middle European nations; will grow even faster in Southern Europe (Italy, Spain, Portugal, etc., provided their economies continue to strengthen their recovery); and is bullish for the rest of developing Europe (including Russia, depending on economic/political factors) – where it's safe to say it will expand at the pace of the middle class.

4) "Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature

Dr. Franz Linser, GWS Board Member & 2016 Co-Chair; Founder, Linser Hospitality; former Olympic ski coach, Austria

The European (and global) consumer is facing unprecedented stress and 24/7 digital connection and "noise." Radically pressured lives mean we don't feel well anymore, and it's creating new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature. And European wellness/spa resorts will increasingly shift their focus from glitzy, amenity-driven, "exotic" luxury to meet these powerful needs. Everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature…the new stage for self-transformation and "re-finding oneself."

Equal parts spectacular and simple wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, in the form of everything from treehouses to houseboats. Spas, treatments and saunas will emerge from the basement to burst out into the trees as new "nature cocoons." The new luxury: sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above. Wellness retreats being developed in former monasteries (i.e., Schloss Mondsee, Austria; Eremito, Italy) are as much a tangible trend as a perfect metaphor for the future directions in Europe's wellness destinations: calm, simplicity, wild nature, spirituality and profound self-seeking will be front-and-center…and they will give Europeans (and the world) what they most desperately seek.

5) Spa 2.0: Rise of the European mini-kur

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

Bathing, and going on serious (10-day-plus) kurs, has always been a way of life in Europe. But now this time-honored, time-intensive tradition is emerging as a much shorter affair. "Mini-kurs" that pack in a 2-3 hour bathing ritual, spa treatments, nutritious food, movement, relaxation, and meditation/mindfulness (in one day or two) will trend. "Taking the waters" and hitting spa resorts will happen in shorter injections because busier Europeans are short on time, and there's also growing unease about air travel, so people are staying closer to home.

The "wellness staycation" concept, which has been popular in Scandinavian countries for some time, will now spread across Europe. And people will increasingly embrace these much shorter, but still transformational "just being" experiences everywhere from Tylösand Hotel & Spa in Sweden to Fredreichbad in Baden Baden, Germany.

6) A wave of new wellness properties and traditions - from the Baltic to the Black to the Caspian Seas - will be discovered by the world

Alla Sokolova, Initiative Chair, "Baltic to the Black Sea," Global Wellness Institute; Co-owner, General Manager, IWC Balans, Latvia

European wellness seekers will increasingly "head east," from the New Europe stretching from the Baltic to the Black Seas, further out to the Asian Caspian Sea. This region will undergo exciting wellness resort development, opening up their fascinating, little known wellness traditions to the world. So many forces are driving this eastward Wellness Renaissance. As former Soviet republics regain their footing, leading global wellness brands (whether Six Senses in Kazakhstan or Chenot Palace coming to Azerbaijan) are making moves – and the wellness property pipelines are heating up in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia – and the seaside "Stans." The region not only boasts an incredible, centuries-old, spa and bathing culture, the modernization of huge, former Soviet medical-wellness health resorts is underway. For instance, the stunning Kemeri Wellness Village & Hotel under development in Latvia (once a 19th-century bathhouse under Tsar Nikolai I, and a Soviet-era health resort with 100 doctors and 1 million treatments performed annually) is a shining example. Set in historic buildings in a National Forest, this new wellness community will include a 5-star hotel and clinic, with programs from balneotherapy to sleep to fertility.

And if the wellness traveler craves new, hyper-authentic experiences, the Baltic-to-the-Black Sea traditions, where Nature is Healer, really deliver. From climate therapy (where precise microclimates, including "doses" of mineral water, sunlight, contrasting temperature and humidity, and exposure to phytoncides from forest bathing, are prescribed – to the unique bathing tradition of the "pirt" (so different than the Russian banya), where forest-gathered herbal "besoms" (bouquets) are applied – to the ancient (and antioxidant) "black smoke saunas" – to a powerful focus on "wild fitness" and music therapy. The Baltic-to-the-Black-Sea nations have some of the most established wellness cultures on Earth, but they've flown under the radar. That's about to change.

7) First true chain of hot springs resorts will stretch across Eastern Europe

Andrew Gibson, GWS Board Member; VP Spa and Wellness, Fairmont Raffles Hotels and Resorts, UK and United Arab Emirates

Look out for the first true chain of branded hot springs properties (a collection of wellness hotels owned by one company) to stretch from Poland in the North to Moldova in the South. These will be fantastic thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's (and countries like the Czech Republic, Hungary, Slovenia and Slovakia's) abundant natural springs and kurs, long-established medical-wellness retreats, and rich-in-culture cities.

Private companies will work closely with state tourism departments to create safe destinations with reduced risk of terrorism, and once developed, this property network will likely become the world leader in "hot springs wellness." And as the thermal springs movement gathers steam, look for national tourism boards, or group of countries banding together, to promote this new "Hot Springs Road" that will wind across Eastern Europe: from Budapest to the amazing Karlovy Vary spa town in the Czech Republic.

---

8) Wellness will rewrite the European beauty market: "Beauty from the inside out" overtakes "hope in a jar"

Jacqueline Clarke, Wellness Research Director, Diagonal Reports, Ireland

The legacy global beauty culture is largely a European creation, where the focus has long been on the "cosmetic" (or external "appearance" and "artifice"). But a megatrend unfolding in Europe (as it has in the U.S. and Asia) is wellness-as-beauty...or "beauty from the inside out." And this dramatically different philosophy and aesthetic will shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses. Because the beauty-comes-from-within argument makes the cosmetics (and purely topical skincare) argument look more like hyped "hope in a jar."

The European wellness-as-beauty wave will inspire new categories that will recast beauty as self-care and prevention vs. mere "cosmetic repair": a dizzying array of functional solutions, along with a boom in the natural and organic generally (whether applied "within" or "without"). Is it all over for skincare and cosmetics? Hardly. One example: two French companies, L'Oreal (with their Vichy and La Roche-Posay brands) and Pierre Fabre (with Avene) show how wellness creates a new mega-category: healthcare for the skin. These products offer up the European heritage wellness of mineral springs water. And in the future almost every European company will adopt a wellness-as-beauty vocabulary and approach: whether it's active cosmetics, dermocosmetics, etc. And crucially, with the shift to beauty-as-wellness, greater emphasis will be placed on evidence.

9) High-tech beauty (devices and more aggressive procedures) finally hits Europe

Michael Schummert, GWS partner; CEO, Babor GmbH & Co., Germany

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and they're about to become one in Europe. We will see European hotel spas increasingly offer sophisticated "I-want-results-immediately" treatments using all types of cutting-edge beauty technology - which might start with a computer precisely analyzing your skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling. At European spas, a "holistic" approach won't just mean adding yoga, meditation or nutrition to massage, it will mean adding high-tech beauty to the already high-touch menus.

But the international differences will remain huge: while Asia and the U.S. are embracing ever-more-invasive procedures, Central Europe, for example, is only getting accustomed to microdermabrasion and ultrasound. And with the European beauty consumer a unique balance will need to be struck: they want high-impact results, but typically won't accept any downtime after a treatment.

10) New, important distinctions will be made between wellness, wellbeing & happiness

Susie Ellis, Chairman & CEO, Global Wellness Institute; 2016 GWS Co-chair & Board Member, United States

Shifts in language indicate shifts in thinking. If we've had the term" wellness," the "quality of being healthy", with its emphasis on proactive improvement of physical, mental, social, etc. health, since the 1970s, there has recently been a confusion, or even a supplanting, of the concept by the terms "wellbeing" and "happiness" – in Europe and globally. This has been spurred by important research that measures "happiness" (i.e., the "United Nations World Happiness Index") and "wellbeing" (i.e., the "Gallup Healthways Well-Being Index") in nations around the world, which captures key measurements like social support, trust in government/business, freedom – in addition to income realities and the physical health of the population. These studies have helped put "happiness" and "wellbeing" on the global stage, with a growing implication that these are "bigger," more capacious concepts than wellness.

But they also reveal why confusing "wellness" and "wellbeing" is problematic. For one, "happiness" measurements are often not good indicators of a population's health. One example: Mexico ranked #10 (out of 200+ countries) in Gallup's well-being report, despite having the highest obesity rates in the world. And these studies capture "perceptual" wellbeing (they survey people). This can skew things: if a population has lower expectations (of money, education, health) they might rate their happiness higher than wealthier nations – and one might feel a little less "happy" if they were surveyed later when they're sick from a chronic disease. Measuring happiness is very important, but we don't want to lose sight of the goal: taking action to create a healthier world. It's not enough to take the "heartbeat" of happiness…we have to change people's heartbeats.

Europe has much to teach the world about "wellness," "well-being" and "happiness" (North European nations dominate the UN Happiness Report). But there will be a growing distinction between these terms/concepts there, with wellness becoming associated with health and prevention and wellbeing associated with happiness. In a world where wellness has become a massive, so, heavily commercialized, market, there's a temptation to move on to a fresh, big word. But Europe especially, as the pioneer of holistic wellness, should embrace "wellness" – staying true to the prevention mantel that will be so important for the region, and the world.

For more info, or to speak to one of the experts, contact Beth McGroarty: beth[dot]mcgroarty[at]globalwellnessinstitute[dot]org or (+1) 213-300-0107

The Summit is a gathering for senior executives. For information about attending, click here. For sponsorship, contact Michelle Gamble (michelle[dot]gamble[at]globalwellnesssummit[dot]com).

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

PROFESSIONAL beauty

Future of beauty, travel, spa and wellness in Europe revealed

Jun 01, 2016 By Amanda Pauley

10 predictions on the future of beauty, travel, spa and wellness in Europe have been released by the Global Wellness Summit (GWS) – an annual conference for leaders in the wellness industry.

The GWS asked European CEOs of top travel, spa and beauty companies, as well as leading economists and researchers, to forecast where wellness is headed.

Predictions ranged from European nations increasingly "legislating wellness" by taxing unhealthy products to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe.

The 10 predictions on the future of the industry are:

1. Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming

2. Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages and "Big Food" businesses will remake themselves as wellness companies

3. Tourism will be Europe's fastest growing sector and wellness travel will grow even faster

4. "Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature

5. Spa 2.0: rise of the European mini-kur – packing in a two to three-hour bathing ritual, spa treatments, nutritious food, movement, relaxation and meditation/mindfulness will trend

6. A wave of new wellness properties and traditions – from the Baltic to the Black to the Caspian Seas – will be discovered by the world as European wellness seekers "head East"

7. First true chain of hot springs resorts will stretch across Eastern Europe

8. Wellness will rewrite the European beauty market: "beauty from the inside out" overtakes "hope in a jar" – this philosophy will shake up marketing strategies and sales monopolies of big cosmetic/skincare houses

9. High-tech beauty (devices and more aggressive procedures) finally hits Europe

10. New, important distinctions will be made between “wellness,” “wellbeing” and “happiness”

"Europe pioneered the holistic wellness concept and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," said Susie Ellis, 2016 GWS co-chair and board member, who presented the predictions at the Spa Life International conference in Germany.

"And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

The predictions will spark a conversation at the Global Wellness Summit being held in Kitzbühel in Tyrol, Austria, this October 17–19.

eGlobal
TRAVEL MEDIA
AUSTRALIA/NEW ZEALAND
INDIA / ASIA / JAPAN / AMERICA'S

Ten Predictions for the Future of Wellness, Travel, Spa and Beauty in Europe

June 2, 2016 Conferences No Comments Email

The Global Wellness Summit (GWS), an annual conference for international leaders in the wellness industry, today released ten predictions on the future of wellness, travel, spa and beauty in Europe. The organization asked its partner experts in Europe – from CEOs of top travel, spa and beauty companies to leading economists and researchers – to forecast where wellness is headed in Europe. Predictions range from European nations increasingly "legislating wellness" by taxing unhealthy products – to a surge in new wellness properties (and discovery of little-known traditions) across Eastern Europe– to the vast European beauty market being rewritten by both wellness and high-tech approaches – to wellness resorts refocusing on nature, peace and authenticity.

The predictions spark a conversation that will continue at the Global Wellness Summit being held in Kitzbühel in Tyrol, Austria this October 17-19. The theme of the 10th annual conference is "Back to the Future", where the future of the wellness market will be analyzed through the lens of history, for both Europe and the world.

"Europe pioneered the holistic wellness concept, and it attracts more than half of the world's international tourist arrivals, and is the largest spa, wellness tourism and beauty market in the world," said Susie Ellis, 2016 GWS co-chair and board member, who presented the predictions today at the Spa Life International conference in Germany. "And while Europe has long been far ahead in wellness, other regions are fast catching up. The focus in Europe needs to be on the future and innovation."

The Predictions:

1) Europe has long been the world's wellness leader; has seen stagnation in last decade; but investment and innovation is coming

Sue Harmsworth, MBE, GWS Board Member & 2016 Co-chair; Founder & Chairman, ESPA International, UK

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

When it comes to wellness, Europe has for centuries been way out in front: with the region (especially Austria, Germany and Switzerland) inventing the truly holistic wellness concept that extends far beyond spa, to include nutrition, fitness, traditional medicine, mindfulness and a powerful connection to nature (kurs, baths, and healing systems like 19th-century Sebastian Kneipp's, marrying hydrotherapy, herbalism, movement, nutrition and mental wellness).

For so long, the world has had major catching up to do, but in the last decade they (i.e., the Americas, Asia) have: there has been recent stasis in Europe in innovating new, creative wellness offerings. In the future, Europe will (and must) focus on European Wellness 2.0, and private investment in older, once-state-sponsored European spas – as well as new wellness retreat concepts – will heat up to help make that a reality.

2) Wellness will be legislated: European nations will increasingly tax unhealthy food and beverages – and "Big Food" will remake themselves as wellness companies

Thierry Malleret, PhD, GWI research partner; co-founder/author of the Monthly Barometer; founder, Global Risk Network at the World Economic Forum, Switzerland

More than half of European adults are overweight, with obesity tripling in many European countries since the 80s (WHO). The sheer cost of this epidemic means than more European nations will start taxing unhealthy food and beverages. In March, the UK joined Scandinavian countries, France and Hungary in imposing a sugar tax on canned drinks. The imperfection of the new UK tax (not a brave, broad-based tax on sugar) shows the intense battle-lines between governments and phenomenally powerful "Big Food". But more countries will take action, and the laws will expand to "bad" fats (like palm oil), high salt and highly processed foods.

Fighting back against the new legislation, European food and beverage manufacturers will reduce the amount of sugar in their products to preempt governments, as they also rebrand/reengineer around "healthy" or "wellness" foods. Nestlé, Europe's biggest corporation and the world's largest food company, looks to be taking a radical path: redefining itself as a scientifically-driven "nutrition, health and wellness company," with plans that its foods will be the vehicle for an entirely new type of medication: both preventive treatments and traditional medicine…rewriting what "food" and "pharmaceuticals" could be in the future. Watch this space.

3) Tourism will be Europe's fastest growing sector – and wellness travel will grow even faster

Jean-Claude Baumgarten, GWS Board Member; Chairman & CEO, CREWE Associates; Former President & CEO, World Travel & Tourism Council, France

Tourism will continue to have a very strong economic impact in Europe, and wellness tourism will grow even faster. Europe's tourism market will grow 2.8% a year over the next decade, outpacing annual economic growth of 1.9% – making it Europe's fastest growing market, equaled only by the financial sector. As Europe rapidly moves towards a service economy, tourism suddenly has greater absolute value than sectors like agriculture, manufacturing and chemicals – and represents nearly 60% of Europe's entire retail sector.

And with vastly increased stress, an aging population, and people's new quest for total wellbeing, over the next decades European wellness tourism will grow significantly faster than tourism overall. For instance, Global Wellness Institute research estimates a 7.3% annual growth rate between 2012-2017. The wellness travel outlook is very positive in mature Northern and Middle European nations; will grow even faster in Southern Europe (Italy, Spain, Portugal, etc., provided their economies continue to strengthen their recovery); and is bullish for the rest of developing Europe (including Russia, depending on economic/political factors) – where it's safe to say it will expand at the pace of the middle class.

4) "Get Thee to a Wellness Monastery": European wellness resorts will refocus on deep authenticity, peace, quiet and nature

Dr. Franz Linser, GWS Board Member & 2016 Co-Chair; Founder, Linser Hospitality; former Olympic ski coach, Austria

The European (and global) consumer is facing unprecedented stress and 24/7 digital connection and "noise." Radically pressured lives mean we don't feel well anymore, and it's creating new desires: for complete time out, uncompromising peace and quiet, and to be close to the forces of nature. And European wellness/spa resorts will increasingly shift their focus from glitzy, amenity-driven, "exotic" luxury to meet these powerful needs. Everything – from resort design/environments, guest rooms, spa treatments and fitness experiences – will shift to intense authenticity and nature…the new stage for self-transformation and "re-finding oneself."

Equal parts spectacular and simple wellness retreats will appear on top of mountains, deep in the woods and snow, on the water, in the form of everything from treehouses to houseboats. Spas, treatments and saunas will emerge from the basement to burst out into the trees as new "nature cocoons." The new luxury: sleeping in a glass igloo, wrapped in reindeer skins, with the Northern Lights sparkling above. Wellness retreats being developed in former monasteries (i.e., Schloss Mondsee, Austria; Eremito, Italy) are as much a tangible trend as a perfect metaphor for the future directions in Europe's wellness destinations: calm, simplicity, wild nature, spirituality and profound self-seeking will be front-and-center…and they will give Europeans (and the world) what they most desperately seek.

5) Spa 2.0: Rise of the European mini-kur

Anna Bjurstram, GWS Board Member; VP of Spas & Wellness, Six Senses; Owner, Raison D'Etre, Sweden

Bathing, and going on serious (10-day-plus) kurs, has always been a way of life in Europe. But now this time-honored, time-intensive tradition is emerging as a much shorter affair. "Mini-kurs" that pack in a 2-3 hour bathing ritual, spa treatments, nutritious food, movement, relaxation, and meditation/mindfulness (in one day or two) will trend. "Taking the waters" and hitting spa resorts will happen in shorter injections because busier Europeans are short on time, and there's also growing unease about air travel, so people are staying closer to home.

The "wellness staycation" concept, which has been popular in Scandinavian countries for some time, will now spread across Europe. And people will increasingly embrace these much shorter, but still transformational "just being" experiences everywhere from Tylösand Hotel & Spa in Sweden to Fredreichbad in Baden Baden, Germany.

6) A wave of new wellness properties and traditions – from the Baltic to the Black to the Caspian Seas – will be discovered by the world

Alla Sokolova, Initiative Chair, "Baltic to the Black Sea," Global Wellness Institute; Co-owner, General Manager, IWC Balans, Latvia

European wellness seekers will increasingly "head east," from the New Europe stretching from the Baltic to the Black Seas, further out to the Asian Caspian Sea. This region will undergo exciting wellness resort development, opening up their fascinating, little known wellness traditions to the world. So many forces are driving this eastward Wellness Renaissance. As former Soviet republics regain their footing, leading global wellness brands (whether Six Senses in Kazakhstan or Chenot Palace coming to Azerbaijan) are making moves – and the wellness property pipelines are heating up in Croatia, Estonia, Georgia, Latvia, Lithuania, Macedonia, Montenegro, Slovakia, Slovenia – and the seaside "Stans." The region not only boasts an incredible, centuries-old, spa and bathing culture, the modernization of huge, former Soviet medical-wellness health resorts is underway. For instance, the stunning Kemeri Wellness Village & Hotel under development in Latvia (once a 19th-century bathhouse under Tsar Nikolai I, and a Soviet-era health resort with 100 doctors and 1 million treatments performed annually) is a shining example. Set in historic buildings in a National Forest, this new wellness community will include a 5-star hotel and clinic, with programs from balneotherapy to sleep to fertility.

And if the wellness traveler craves new, hyper-authentic experiences, the Baltic-to-the-Black Sea traditions, where Nature is Healer, really deliver. From climate therapy (where precise microclimates, including "doses" of mineral water, sunlight, contrasting temperature and humidity, and exposure to phytoncides from forest bathing, are prescribed – to the unique bathing tradition of the "pirt" (so different than the Russian banya), where forest-gathered herbal "besoms" (bouquets) are applied – to the ancient (and antioxidant) "black smoke saunas" – to a powerful focus on "wild fitness" and music therapy. The Baltic-to-the-Black-Sea nations have some of the most established wellness cultures on Earth, but they've flown under the radar. That's about to change.

7) First true chain of hot springs resorts will stretch across Eastern Europe

Andrew Gibson, GWS Board Member; VP Spa and Wellness, Fairmont Raffles Hotels and Resorts, UK and United Arab Emirates

Look out for the first true chain of branded hot springs properties (a collection of wellness hotels owned by one company) to stretch from Poland in the North to Moldova in the South. These will be fantastic thermal water retreats integrating medicine and wellness, and capitalizing on Eastern Europe's (and countries like the Czech Republic, Hungary, Slovenia and Slovakia's) abundant natural springs and kurs, long-established medical-wellness retreats, and rich-in-culture cities.

Private companies will work closely with state tourism departments to create safe destinations with reduced risk of terrorism, and once developed, this property network will likely become the world leader in "hot springs wellness." And as the thermal springs movement gathers steam, look for national tourism boards, or group of countries banding together, to promote this new "Hot Springs Road" that will wind across Eastern Europe: from Budapest to the amazing Karlovy Vary spa town in the Czech Republic.

8) Wellness will rewrite the European beauty market: "Beauty from the inside out" overtakes "hope in a jar"

Jacqueline Clarke, Wellness Research Director, Diagonal Reports, Ireland

The legacy global beauty culture is largely a European creation, where the focus has long been on the "cosmetic" (or external "appearance" and "artifice"). But a megatrend unfolding in Europe (as it has in the U.S. and Asia) is wellness-as-beauty…or "beauty from the inside out." And this dramatically different philosophy and aesthetic will shake up the marketing strategies and sales monopolies of the big cosmetic/skincare houses. Because the beauty-comes-from-within argument makes the cosmetics (and purely topical skincare) argument look more like hyped "hope in a jar."

The European wellness-as-beauty wave will inspire new categories that will recast beauty as self-care and prevention vs. mere "cosmetic repair": a dizzying array of functional solutions, along with a boom in the natural and organic generally (whether applied "within" or "without"). Is it all over for skincare and cosmetics? Hardly. One example: two French companies, L'Oreal (with their Vichy and La Roche-Posay brands) and Pierre Fabre (with Avene) show how wellness creates a new mega-category: healthcare for the skin. These products offer up the European heritage wellness of mineral springs water. And in the future almost every European company will adopt a wellness-as-beauty vocabulary and approach: whether it's active cosmetics, dermocosmetics, etc. And crucially, with the shift to beauty-as-wellness, greater emphasis will be placed on evidence.

9) High-tech beauty (devices and more aggressive procedures) finally hits Europe

Michael Schummert, GWS partner; CEO, Babor GmbH & Co., Germany

Near-medical, high-tech, device-driven beauty procedures are a booming market in the Americas and Asia, and they're about to become one in Europe. We will see European hotel spas increasingly offer sophisticated "I-want-results-immediately" treatments using all types of cutting-edge beauty technology – which might start with a computer precisely analyzing your skin condition, followed by an intensive microdermabrasion peel, ultrasound or needling. At European spas, a "holistic" approach won't just mean adding yoga, meditation or nutrition to massage, it will mean adding high-tech beauty to the already high-touch menus.

But the international differences will remain huge: while Asia and the U.S. are embracing ever-more-invasive procedures, Central Europe, for example, is only getting accustomed to microdermabrasion and ultrasound. And with the European beauty consumer a unique balance will need to be struck: they want high-impact results, but typically won't accept any downtime after a treatment.

10) New, important distinctions will be made between wellness, wellbeing & happiness

Susie Ellis, Chairman & CEO, Global Wellness Institute; 2016 GWS Co-chair & Board Member, United States

Shifts in language indicate shifts in thinking. If we've had the term" wellness," the "quality of being healthy", with its emphasis on proactive improvement of physical, mental, social, etc. health, since the 1970s, there has recently been a confusion, or even a supplanting, of the concept by the terms "wellbeing" and "happiness" – in Europe and globally. This has been spurred by important research that measures "happiness" (i.e., the "United Nations World Happiness Index") and "wellbeing" (i.e., the "Gallup Healthways Well-Being Index") in nations around the world, which captures key measurements like social support, trust in government/business, freedom – in addition to income realities and the physical health of the population. These studies have helped put "happiness" and "wellbeing" on the global stage, with a growing implication that these are "bigger," more capacious concepts than wellness.

But they also reveal why confusing "wellness" and "wellbeing" is problematic. For one, "happiness" measurements are often not good indicators of a population's health. One example: Mexico ranked #10 (out of 200+ countries) in Gallup's well-being report, despite having the highest obesity rates in the world. And these studies capture "perceptual" wellbeing (they survey people). This can skew things: if a population has lower expectations (of money, education, health) they might rate their happiness higher than wealthier nations – and one might feel a little less "happy" if they were surveyed later when they're sick from a chronic disease. Measuring happiness is very important, but we don't want to lose sight of the goal: taking action to create a healthier world. It's not enough to take the "heartbeat" of happiness…we have to change people's heartbeats.

Europe has much to teach the world about "wellness," "well-being" and "happiness" (North European nations dominate the UN Happiness Report). But there will be a growing distinction between these terms/concepts there, with wellness becoming associated with health and prevention and wellbeing associated with happiness. In a world where wellness has become a massive, so, heavily commercialized, market, there's a temptation to move on to a fresh, big word. But Europe especially, as the pioneer of holistic wellness, should embrace "wellness" – staying true to the prevention mantel that will be so important for the region, and the world.

For more info, or to speak to one of the experts, contact Beth McGroarty: beth[dot]mcgroarty[at]globalwellnessinstitute[dot]org or (+1) 213-300-0107

The Summit is a gathering for senior executives. For information about attending, click here. For sponsorship, contact Michelle Gamble (michelle[dot]gamble[at]globalwellnesssummit[dot]com).

PROFESSIONAL spa & wellness

Medical wellness to be key theme at 2016 Global Wellness Summit

May 27, 2016

Like Share 0 Tweet Pin it
Share 2

The Global Wellness Summit has announced that medical wellness will be a key theme at this year's summit in Austria in October.

The 2016 GWS will be held in Kitzbühel in Austria's Tyrol region October 17-19 and organisers have announced that the agenda will reflect Austria's and Europe's leading position in the field of medical wellness.

Delegates at the summit, the 10th anniversary event, will hear from speakers including three members of the executive team at leading Austrian medical wellness destination Lanserhof.

Lanserhof managing director Nils Behrens (left), chief executive Dr Christian Harisch and medical director Dr Elke Benedetto-Reisch will all speak at the event.

Also confirmed as speakers are Dr. Harald Stossier and Dr Christine Stossier, founders of the renowned Viva Mayr Clinic, in Austria, Dr Harald F. König, head of medical care at top medical wellness destination Brenners Park Hotel & Spa in Germany, and Henri Chenot, founder of Italy's Chenot Group, which operates a string of wellness centres around the world.

Susie Ellis, chairman and chief executive of the Global Wellness Summit, said: "Europe has a long and extremely successful history of developing life-changing wellness destinations that harness the best of modern and holistic medical approaches, creating programs so effective that clients return year after year.

"Decades of positive results can't be ignored – and the entire spa and wellness industry can learn a tremendous amount from these leaders."

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

25 May 2016

Europe's leading integrative medical wellness leaders to speak at Global Wellness Summit

BY JANE KITCHEN

Tweet Share G+1 Pin it

2016 Global Wellness Summit co-chair Franz Linzer waves the Austrian flag at last year's Summit while GWS CEO Susie Ellis looks on

The Global Wellness Summit's 2016 agenda will take a deep dive into the unique integrative medical wellness offerings of Europe.

Delegates to the 10th anniversary Summit in Tyrol, Austria in October will hear from numerous pioneers in medical wellness, including Henri Chenot, founder of the Chenot Group, which operates wellness centers around the world based on the Chenot Method, and is the author of several books on health and wellness; Dr. Christian Harisch, CEO and owner of Lanserhof Group in Austria; Dr. Harald Stossier, Director of the Viva Mayr Medical Clinic in Austria; and Dr. Harald F. König from Brenners Park Hotel and Spa.

"Europe has a long and extremely successful history of developing life-changing wellness destinations that harness the best of modern and holistic medical approaches, creating programs so effective that clients return year after year," said Susie Ellis, GWS chair and CEO. "Decades of positive results can't be ignored – and the entire spa and wellness industry can learn a tremendous amount from these leaders."

Ellis continued, "Hosting the Summit in the heartland of medical wellness gives us the unique ability to attract people from the very top of this field."

Located in the German spa town of Baden-Baden, Brenners Park Hotel & Spa is known for its strong medical credentials, and opened a new luxury spa, Villa Stephanie, in 2015.

Created by Henri Chenot, the Chenot Method is available in dedicated centres, including the flagship Hotel Palace Merano in Italy and the soon-to-open Chenot Palace in Azerbaijan, as well as in luxury hotels and spas across Europe and Africa. The centres are known for their personalised medical, aesthetic and dietetic treatments and programs.

For over three decades, Lanserhof has offered its LANS Med Concept, which combines traditional naturopathy and state-of-the-art medicine to treat both mind and body, and is available at three destinations including the flagship Lanserhof in Austria.

Based on the "Mayr cure" developed in 1920 by Dr. Franz Mayr, the Viva Mayr clinic focuses on long-term health through preventative medicine, including a famously strict (and successful) detox plan and individualized treatment programs.

This year's Global Wellness Summit will be held on October 17-19 at KitzKongress, Kitzbühel in Tyrol, Austria. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

RYT9 อาร์วายทีไนน์

เก็บตกจากต่างแดน: กระแสการท่องเที่ยวโลกในปี 2559

ข่าวหุ้น-การเงิน ธนาคารเพื่อการส่งออกและนำเข้า -- จันทร์ที่ 4 เมษายน 2559 13:28:36 น.

อุตสาหกรรมท่องเที่ยวมีการเปลี่ยนแปลงตลอดเวลาตามพฤติกรรมและรสนิยมของนักท่องเที่ยว ประกอบกับปัจจัยแวดล้อมอื่นๆ ที่มีส่วนกำหนดการตัดสินใจท่องเที่ยว ไม่ว่าจะเป็นภาวะเศรษฐกิจ ค่าเดินทาง และความเสี่ยงจากภัยต่างๆ อาทิ ภัยธรรมชาติและภัยก่อการร้าย สถานการณ์การท่องเที่ยวในแต่ละภูมิภาคและประเทศจึงมีความแตกต่างกัน ทั้งนี้ ปัจจัยสำคัญและพฤติกรรมการท่องเที่ยวที่น่าสนใจในปี 2559 มีดังนี้

ปัจจัยกำหนดการท่องเที่ยวโลกในปี 2559

ปัจจัยกำหนดการท่องเที่ยวโลกในปี 2559 จะยังเป็นปัจจัยเดิมที่เกิดขึ้นในช่วง 1-2 ปีที่ผ่านมา และยังคงเป็นปัจจัยที่ต้องเฝ้าติดตามต่อเนื่อง ได้แก่

- ภัยก่อการร้าย กลุ่มผู้ก่อการร้ายมุ่งเป้าไปยังประเทศที่เป็นแหล่งท่องเที่ยวสำคัญมากขึ้น โดยเหตุวินาศกรรมในกรุงปารีส ประเทศฝรั่งเศส เมื่อเดือนพฤศจิกายน 2558 จากกลุ่มรัฐอิสลาม (Islamic State : IS) สร้างความกังวลถึงเหตุก่อการร้ายที่มุ่งเป้าไปที่แหล่งท่องเที่ยวเมืองใหญ่เพื่อหวังผลให้เกิดความเสียหายต่อผู้บริสุทธิ์ ซึ่งมีผลกระทบค่อนข้างรุนแรงต่อประเทศที่เกิดเหตุ ปัจจุบันหลายประเทศในยุโรปถือเป็นประเทศที่มีความเสี่ยงในการเป็นเป้าหมายของกลุ่ม IS เช่นเดียวกัน ก่อนที่ถัดมาจะเกิดเหตุระเบิดต่อเนื่องหลายจุดในกรุงจาการ์ตา ประเทศอินโดนีเซีย ในเดือนมกราคม 2559 ส่วนกรณีของไทยที่เกิดเหตุระเบิดที่ย่านราชประสงค์ในเดือนสิงหาคม 2558 ก็ถือเป็นภัยก่อการร้ายที่มุ่งเน้นสถานที่ท่องเที่ยว สถานการณ์ดังกล่าวส่งผลให้ความเสี่ยงของแหล่งท่องเที่ยวจากภัยก่อการร้ายกลายเป็นปัจจัยหนึ่งที่นักท่องเที่ยวนำมาพิจารณาเลือกวางแผนท่องเที่ยวมากขึ้น และถือเป็นความเสี่ยงสำคัญที่สร้างความผันผวนให้กับประเทศที่เป็นแหล่งท่องเที่ยวสำคัญ

- ภาวะเศรษฐกิจ ภาวะเศรษฐกิจของแต่ละประเทศถือเป็นตัวชี้วัดความสามารถในการใช้จ่ายของนักท่องเที่ยวประเทศนั้น ซึ่งรวมถึงการใช้จ่ายด้านการท่องเที่ยว โดยภาวะเศรษฐกิจโลกที่ยังรักษาอัตราการขยายตัวไว้ได้เล็กน้อย เฉลี่ยราวร้อยละ 3.5 ในช่วง 5 ปีที่ผ่านมา ทำให้จำนวนนักท่องเที่ยวต่างชาติของโลก (International Arrivals) ยังคงขยายตัวได้เฉลี่ยร้อยละ 4.5 ในช่วง 5 ปีที่ผ่านมา เพิ่มขึ้นมาอยู่ที่ 1,184 ล้านคน ในปี 2558 โดยนักท่องเที่ยวจากจีน สหรัฐฯ และสหราชอาณาจักร ยังขยายตัวดี ขณะที่นักท่องเที่ยวเยอรมนี อิตาลี และออสเตรเลีย ขยายตัวเพียงเล็กน้อย สำหรับแนวโน้มการท่องเที่ยวในปี 2559 The World Tourism Organization คาดว่าจำนวนนักท่องเที่ยวต่างชาติของโลกจะขยายตัวร้อยละ 4 สอดคล้องกับที่ International Monetary Fund (IMF) คาดว่าเศรษฐกิจโลกจะขยายตัวเหลือร้อยละ 3.4 ในปี 2559

- ต้นทุนการเดินทางระหว่างประเทศ ราคาเฉลี่ยค่าโดยสารทางอากาศของโลกในช่วง 8 เดือนแรกของปี 2558 ลดลงร้อยละ 13 จากช่วงเดียวกันของปีก่อนหน้า เป็นผลจากราคาน้ำมันในตลาดโลกที่ปรับลดลง และภาวะการแข่งขันของสายการบินที่ค่อนข้างรุนแรง ต้นทุนการเดินทางที่ลดลงดังกล่าวเป็นปัจจัยดึงดูดให้นักท่องเที่ยวเดินทางไปท่องเที่ยวยังต่างประเทศมากขึ้น อย่างไรก็ตาม ค่าโดยสารทางอากาศในปี 2559 คาดว่าจะไม่ปรับลดลงเช่นปีก่อน เนื่องจากราคาน้ำมันในปัจจุบันถือว่าอยู่ในระดับต่ำมากแล้ว

กระแสการท่องเที่ยวในปี 2559

- การท่องเที่ยวแบบ Bleisure นิตยสาร Fortune คาดการณ์ว่าการท่องเที่ยวแบบ Bleisure จะได้รับความนิยมมากขึ้นในปี 2559 โดย "Bleisure" มาจากคำว่า "Business" (ธุรกิจ) ผสมกับ "Leisure" (พักผ่อน) นั่นคือการผสมผสานการเดินทางทางธุรกิจเข้ากับการท่องเที่ยวเพื่อพักผ่อน โดยผู้ที่จำเป็นต้องเดินทางเพื่อการทำงานใช้เวลาส่วนหนึ่งหรือยอมที่จะใช้เวลาเพิ่มขึ้นเพื่อรวมโปรแกรมท่องเที่ยวไว้ด้วย โดยอาจเป็นการท่องเที่ยวเพียงลำพังหรือพาครอบครัวเดินทางไปด้วย ส่วนหนึ่งที่การท่องเที่ยวแบบ Bleisure ได้รับความนิยมเพิ่มขึ้น มาจากการพัฒนาเทคโนโลยีสารสนเทศและโทรคมนาคมที่ทำให้การติดต่อสื่อสารและการส่งผ่านข้อมูลระยะทางไกลทำได้สะดวกรวดเร็วและง่ายดาย รวมถึงความสามารถของโทรศัพท์มือถือและแท็บเล็ตที่ทำงานได้หลากหลายและรวดเร็ว อาทิ การทำงานเอกสาร การส่งข้อความ และการส่งจดหมายอิเล็กทรอนิกส์ จึงทำให้การทำงานกับการท่องเที่ยวสามารถกลมกลืนไปด้วยกันมากขึ้น

- โทรศัพท์มือถือมีบทบาทมากขึ้นในการเดินทางท่องเที่ยว จากอดีตที่โทรศัพท์มือถือเป็นเพียงเครื่องมือสื่อสารระหว่างบุคคลเท่านั้น ปัจจุบันโทรศัพท์มือถือแบบ Smartphone มีความสามารถหลากหลาย ไม่ว่าจะเป็นการค้นหาข้อมูลสถานที่ท่องเที่ยว ข้อมูลพยากรณ์อากาศ ตารางเวลารถไฟและเครื่องบิน อีกทั้งปัจจุบันแอปพลิเคชันอย่าง Uber ก็สามารถใช้เรียกรถแท็กซี่ได้ในหลายประเทศทั่วโลก รวมถึงแอพพลิเคชั่นสำหรับจองโรงแรม เช่น Booking.com และ Tripadvisor นอกจากนี้ โทรศัพท์มือถือยังสามารถเป็นแผนที่นำทาง กล้องถ่ายภาพ และเครื่องบันเทิงยามว่าง อาทิ เล่นเกม และดูภาพยนตร์ ซึ่งความสามารถที่หลากหลายดังกล่าวทำให้ปัจจุบันโทรศัพท์มือถือกลายเป็นอุปกรณ์สำคัญในการเดินทางท่องเที่ยวไปโดยปริยาย

- กลุ่มนักท่องเที่ยวรวมคนหลายรุ่น (Multigeneration) มีแนวโน้มเพิ่มขึ้น ทั้งนี้ กลุ่มนักท่องเที่ยวที่รวมคนหลากหลายรุ่น อาทิ รุ่นปู่ย่า รุ่นพ่อแม่ และรุ่นลูก ไม่ใช่เรื่องใหม่ แต่แนวโน้มผู้สูงอายุมีชีวิตยืนยาวมากขึ้น ทำให้การท่องเที่ยวที่รวมคนหลายรุ่นมีแนวโน้มพบเห็นได้มากขึ้นอย่างไม่น่าแปลกใจ

- การท่องเที่ยวเชิงสุขภาพ (Wellness Travel) ยังมีแนวโน้มขยายตัว Global Wellness Summit สำรวจการท่องเที่ยวเชิงสุขภาพ พบว่ายังมีแนวโน้มขยายตัวในอัตราที่สูงกว่าการท่องเที่ยวแบบธรรมดาถึงราวร้อยละ 50 อย่างไรก็ตาม สาเหตุส่วนหนึ่งมาจากมุมมองของนักท่องเที่ยวต่อการท่องเที่ยวเชิงสุขภาพนั้นมีความหมายกว้างขึ้น จากเดิมที่ส่วนใหญ่หมายถึงนักท่องเที่ยวที่เน้นเดินทางไปใช้บริการสปาเป็นหลัก ปัจจุบันนักท่องเที่ยวส่วนหนึ่งอาจรวมการเดินทางไปฝึกหรือบำบัดร่างกายด้วยโยคะ และการท่องเที่ยวเดินป่าเพื่อสุขภาพ เข้าไปด้วย

- แนวโน้มการท่องเที่ยวด้วยรถยนต์มีเพิ่มขึ้น เนื่องจากราคาน้ำมันที่ปรับลดลงทำให้การท่องเที่ยวด้วยรถยนต์เป็นตัวเลือกที่ได้รับความนิยมเพิ่มขึ้น อาทิ การเช่ารถยนต์ในประเทศปลายทางเพื่อใช้ท่องเที่ยว และการขับรถยนต์ท่องเที่ยวข้ามประเทศ ซึ่งการที่ราคาน้ำมันปรับลดลงทำให้การใช้รถยนต์มีความคุ้มค่ามากขึ้นเมื่อเทียบกับการเดินทางด้วยระบบขนส่งสาธารณะ ประกอบกับความสะดวกจากการใช้โทรศัพท์เพื่อเป็นแผนที่นำทาง ธุรกิจบริการเช่ารถที่ขยายตัว และความจำเป็นในการใช้รถยนต์สำหรับการท่องเที่ยวแบบ Multigeneration ยังมีส่วนสนับสนุนความนิยมท่องเที่ยวด้วยรถยนต์เพิ่มขึ้น

Disclaimer : ข้อมูลต่างๆ ที่ปรากฏเป็นข้อมูลที่ได้จากแหล่งข้อมูลที่หลากหลาย และการเผยแพร่ข้อมูลเป็นไปเพื่อวัตถุประสงค์ในการให้ข้อมูลแก่ผู้ที่สนใจเท่านั้น โดยธนาคารเพื่อการส่งออกและนำเข้าแห่งประเทศไทยจะไม่รับผิดชอบในความเสียหายใดๆ ที่อาจเกิดขึ้นจากการที่มีบุคคลนำข้อมูลนี้ไปใช้ ไม่ว่าโดยทางใด

--ธนาคารเพื่อการส่งออกและนำเข้าแห่งประเทศไทย เดือนมีนาคม 2559--

'Shark Tank of Wellness' to Launch at 2016 Global Wellness Summit

Fitness News Desk Apr. 6, 2016 Tweet Share

The Global Wellness Summit (GWS) today announced submissions are now being accepted for its first-ever "Shark Tank of Wellness." This new, more inclusive, global-format Student Competition debuts at the 10th annual Summit in Kitzbühel, Tyrol, Austria (October 17-19).

The contest is open to university students (3rd year undergrads and above) around the world. Students are invited to submit a written application along with a short video highlighting an innovative, viable concept, product or service for the wellness industry - whether new technology, a new hospitality/retreat concept, a fitness device, etc. The top three finalists, chosen by a panel of "wellness sharks," will be flown to Austria, along with their professors, to compete for $10,000 in prize money (1st prize $5,000; 2nd prize $3,000; 3rd prize $2,000).

The students will be judged on the business viability of their concept, and a panel of wellness experts will question the students on the main stage, in front of an audience of 450 delegates from over 50 countries. These delegates are business and thought leaders in the global wellness arena.

The "wellness sharks" are expected to include executives from Chiva-Som, Four Seasons Hotels and Resorts, KLAFs, ResortSuite and others from the multi-sector wellness industry. Entries will be judged on how their concepts could positively impact the future of wellness within a wide range of industries, including architecture/design, technology, beauty, education, fitness, hospitality and travel, medicine, nutrition, real estate or spa.

"Since 2009, the Global Wellness Summit Student Competition has limited submissions to universities within geographic proximity to the Summit. This year, in honor of our tenth anniversary, we're dramatically expanding its scope: it's not only open to the wide world of college students, but they can submit 'great new ideas' for any wellness sector - from technology to tourism. I can't wait to see the submissions and the creative energy that will be on display as the finalists present at the Summit," said Susie Ellis GWS Chairman and CEO. "The future of 'wellness' is in the hands of the next generation and it will be exciting to see where they think our industry is headed."

"Cultivating a passion for wellness is something ResortSuite feels strongly about, and supporting the creativity of the next generation of wellness entrepreneurs is extremely important for our industry. I'm thankful to the Summit for giving these students a platform to express their concepts," said Frank Pitsikalis, founder and CEO of returning sponsor ResortSuite.

Individuals and teams are eligible to submit their innovative idea now through August 1, 2016. The full rules and regulations can be found on the Global Wellness Summit website here. There is no fee to enter. In addition to the prize money, all three finalists will receive access to the three-day conference (a USD $2,650 value), including all general sessions, breakout discussions and industry forums, as well as their airfare and hotel accommodations (limit one student and one professor per team).

The Global Wellness Summit attracts leaders from every sector of the wellness industry: spa, education, tourism, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

For information about attending, click here. For sponsorship, contact Michelle Gamble at michelle [dot] gamble [at] globalwellnesssummit [dot] com.

To learn more about the 2016 Global Wellness Summit, click here.

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

DISABLED WORLD
towards tomorrow

★ 2016 Global Wellness Summit - Shark Tank of Wellness Competition

- **From:** • Disability News • *Events*
- **Jump to:** • Related • Discuss • Print
- **Published:** 2016-04-07 - **Contact:** Global Wellness Summit at +1 (213) 300-0107
- **Synopsis:** New inclusive global-format Student Competition debuts at 10th annual Summit in Kitzbuhel, Tyrol, Austria (October 17-19).

"The future of 'wellness' is in the hands of the next generation and it will be exciting to see where they think our industry is headed."

Students compete in front of live audience and panel of 'wellness sharks' for most innovative wellness concept of the future; $10,000 in prize money awarded to top three finalists during conference in Tyrol, Austria (Oct 17-19).

The Global Wellness Summit (GWS) has announced submissions are now being accepted for its first-ever "Shark Tank of Wellness." This new, more inclusive, global-format Student Competition debuts at the 10th annual Summit in Kitzbühel, Tyrol, Austria (October 17-19).

The contest is open to university students (3rd year undergrads and above) around the world.

Students are invited to submit a written application along with a short video highlighting an innovative, viable concept, product or service for the wellness industry - whether new technology, a new hospitality/retreat concept, a fitness device, etc. The top three finalists, chosen by a panel of "wellness sharks," will be flown to Austria, along with their professors, to compete for $10,000 in prize money (1st prize $5,000; 2nd prize $3,000; 3rd prize $2,000).

The students will be judged on the business viability of their concept, and a panel of wellness experts will question the students on the main stage, in front of an audience of 450 delegates from over 50 countries. These delegates are business and thought leaders in the global wellness arena.

The "wellness sharks" are expected to include executives from Chiva-Som, Four Seasons Hotels and Resorts, KLAFs, ResortSuite and others from the multi-sector wellness industry. Entries will be judged on how their concepts could positively impact the future of wellness within a wide range of industries, including architecture/design, technology, beauty, education, fitness, hospitality and travel, medicine, nutrition, real estate or spa.

"Since 2009, the Global Wellness Summit Student Competition has limited submissions to universities within geographic proximity to the Summit. This year, in honor of our tenth anniversary, we're dramatically expanding its scope: it's not only open to the wide world of college students, but they can submit 'great new ideas' for any wellness sector - from technology to tourism. I can't wait to see the submissions and the creative energy that will be on display as the finalists present at the Summit," said Susie Ellis GWS Chairman and CEO. "The future of 'wellness' is in the hands of the next generation and it will be exciting to see where they think our industry is headed."

"Cultivating a passion for wellness is something ResortSuite feels strongly about, and supporting the creativity of the next generation of wellness entrepreneurs is extremely important for our industry. I'm thankful to the Summit for giving these students a platform to express their concepts," said Frank Pitsikalis, founder and CEO of returning sponsor ResortSuite.

Individuals and teams are eligible to submit their innovative idea now through August 1, 2016.

The full rules and regulations can be found on the Global Wellness Summit website here. There is no fee to enter. In addition to the prize money, all three finalists will receive access to the three-day conference (a USD $2,650 value), including all general sessions, breakout discussions and industry forums, as well as their airfare and hotel accommodations (limit one student and one professor per team).

The Global Wellness Summit attracts leaders from every sector of the wellness industry: spa, education, tourism, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

For information about attending, click here. For sponsorship, contact Michelle Gamble at michelle [dot] gamble [at] globalwellnesssummit [dot] com

To learn more about the 2016 Global Wellness Summit, visit globalwellnesssummit.com/2016-summit

Learn More About Global Wellness Summit

The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

Travel AND Tour™ WORLD

'Shark Tank of Wellness' Will Debut at 2016 Global Wellness Summit

Published on : Thursday, April 7, 2016

GLOBAL WELLNESS SUMMIT

The Global Wellness Summit (GWS) today announced submissions are now being accepted for its first-ever "Shark Tank of Wellness." This new, more inclusive, global-format Student Competition debuts at the 10th annual Summit in Kitzbühel, Tyrol, Austria (October 17-19).

The contest is open to university students (3rd year undergrads and above) around the world. Students are invited to submit a written application along with a short video highlighting an innovative, viable concept, product or service for the wellness industry – whether new technology, a new hospitality/retreat concept, a fitness device, etc. The top three finalists, chosen by a panel of "wellness sharks," will be flown to Austria, along with their professors, to compete for $10,000 in prize money (1st prize $5,000; 2nd prize $3,000; 3rd prize $2,000).

The students will be judged on the business viability of their concept, and a panel of wellness experts will question the students on the main stage, in front of an audience of 450 delegates from over 50 countries. These delegates are business and thought leaders in the global wellness arena.

The "wellness sharks" are expected to include executives from Chiva-Som, Four Seasons Hotels and Resorts, KLAFs, ResortSuite and others from the multi-sector wellness industry. Entries will be judged on how their concepts could positively impact the future of wellness within a wide range of industries, including architecture/design, technology, beauty, education, fitness, hospitality and travel, medicine, nutrition, real estate or spa.

"Since 2009, the Global Wellness Summit Student Competition has limited submissions to universities within geographic proximity to the Summit. This year, in honor of our tenth anniversary, we're dramatically expanding its scope: it's not only open to the wide world of college students, but they can submit 'great new ideas' for any wellness sector – from technology to tourism. I can't wait to see the submissions and the creative energy that will be on display as the finalists present at the Summit," said Susie Ellis GWS Chairman and CEO. "The future of 'wellness' is in the hands of the next generation and it will be exciting to see where they think our industry is headed."

"Cultivating a passion for wellness is something ResortSuite feels strongly about, and supporting the creativity of the next generation of wellness entrepreneurs is extremely important for our industry. I'm thankful to the Summit for giving these students a platform to express their concepts," said Frank Pitsikalis, founder and CEO of returning sponsor ResortSuite.

Individuals and teams are eligible to submit their innovative idea now through August 1, 2016. The full rules and regulations can be found on the Global Wellness Summit website here. There is no fee to enter. In addition to the prize money, all three finalists will receive access to the three-day conference (a USD $2,650 value), including all general sessions, breakout discussions and industry forums, as well as their airfare and hotel accommodations (limit one student and one professor per team).

The Global Wellness Summit attracts leaders from every sector of the wellness industry: spa, education, tourism, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

For information about attending, click here. For sponsorship, contact Michelle Gamble.

To learn more about the 2016 Global Wellness Summit, click here.

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

THE HUFFINGTON POST

How A Savvy Spa Stands Out

04/20/2016 09:59 am ET

Linda Harding-Bond
Creator of Increasing Your Retail Selling: An Online Class for Spa Managers

The Wellness industry is raking in lots of money. Spas are being built at a terrifying rate; everyone wants a piece of the prosperity. According to Statista by the end of 2014 there were 20,660 spas in the U.S alone. And overseas growth is surpassing that of the U.S.; Dubai which is roughly the size of South Carolina boasts 500 spas.

According to Global Wellness Summit "*Mexico/the Caribbean and Central and South America) will grow an impressive 13.4% annually through 2017 (to $42 billion USD) - nearly twice the projected growth rate for established market leaders Europe and North America. Only one global region (the Middle East) will grow faster. And the region's top five fastest-growing markets, Mexico, Chile, Brazil, Argentina and Uruguay, rank in the top 25 globally for wellness tourism growth through 2017.*"

Abundance is transitioning to market glut. Spas are becoming a commodity. I have to wonder, what's being done to retain customers once they come through the door?

1. The Massage Department

Massage represents 50% of revenue at most spas. Yet massage therapists are not required to sell products. In fact, many are extremely resistant to the concept. I wonder why?

Retail product sales are known to be a sure-fire way of generating repeat business because it requires a higher level of customer engagement.

1 spa product bought = 70% customer return rate 2 spa products bought = 80% customer return rate

But traditionally this is not a skill that's highly promoted. Perhaps it's because many spa managers who come from the ranks were never taught how to sell.

No matter; that's what training consultants are for.

You have to do what's needed to stay ahead of the competition. If that means leaving your comfort zone and incorporating a new skill which calls for a shift in mind-set so be it. Because the ability to sell products will translate to treatment up-selling as well. Your guest's experience will be greatly improved. And that's what will bring them back.

If senior management balks at the idea of therapist education to generate more revenue they may be so secure with the number of guests coming through the front end that retention is not a concern....yet.

Whatever the reason, by ignoring the importance of retail you are limiting customer engagement, blocking revenue growth and reducing return customers. Your brand is not maximizing exposure or positive word of mouth.

Your competitors will love you.

2. Product Training

If you want to retain your customers, then the type of training which most vendors currently give should no longer be sufficient for you. Think about it; are they providing you with anything new that enhances your team's ability to sell *their* products?

Many millennials perform due diligence prior to visiting a spa. They may come equipped with as much knowledge as the therapists. Regurgitating information that's available on-line is a sure-fire way of ensuring that they don't return.

Instead, therapists must be able to customize and personalize treatments by explaining the benefits. This requires the ability to engage and have a real conversation.

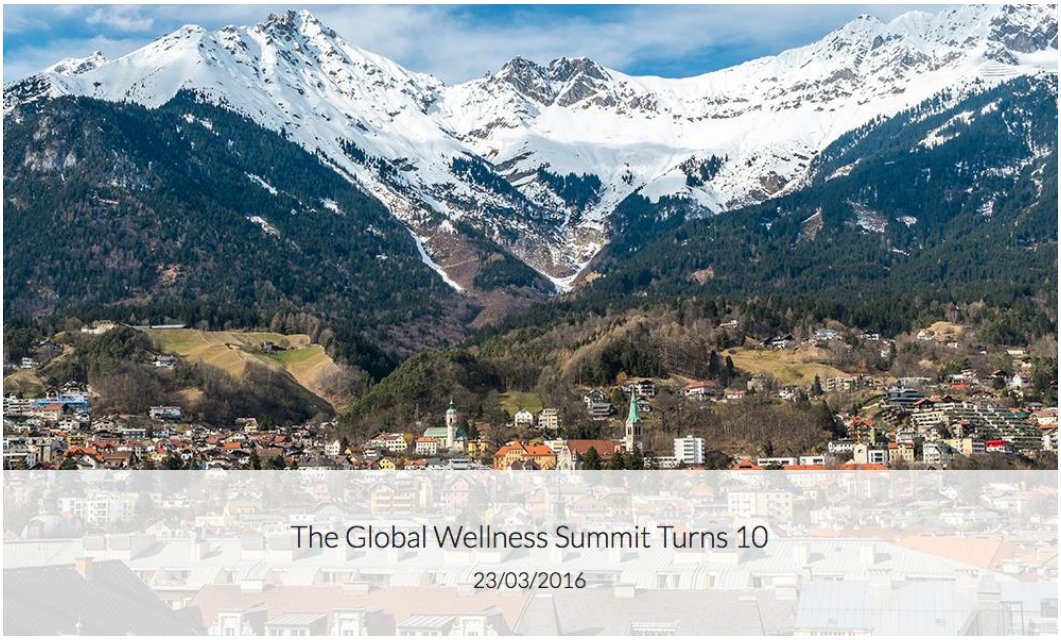
Who's teaching your therapists how to do this?

Ask your product companies if they are willing to enhance training to adapt to today's customer. Smart companies will realize that this is an opportunity to make their brand more valuable and competitive by incorporating sales into product knowledge.

Ultimately, it's still up to you to provide your team with relevant training. The smartest spas will jump on the opportunity to differentiate themselves from their competitors and attract new customer markets.

What will *you* do to bring your customers back?

SPA+CLINIC



The Global Wellness Summit Turns 10

23/03/2016

The 2016 Global Wellness Summit (GWS) will hold its 10th anniversary (October 17-19) in Kitzbühel, Tyrol, Austria – arguably (and aptly) Europe's cradle of wellness tourism.

The theme of this year's conference, *Back to the Future*, will examine the future of spa and wellness through the lens of history.

Delegates, including leaders and visionaries from the $3.4 trillion global wellness industry, will be given the unique opportunity to immerse themselves in what many consider the most important wellness experience of all: the splendour of nature.

Nestled in the Austrian Alps, Kitzbühel is an authentic, medieval city and one of Austria's best-known year-round sports resorts – home of World Cup ski races in the winter, ATP Tennis in the summer and, increasingly, a year-round destination as emphasised by its popular *Kitzbühel 365* campaign.

According to research from the Global Wellness Institute, Austria ranks first in Europe in wellness tourism expenditures per capita ($15.7 billion USD annually) and is the fifth largest wellness tourism market in the world with a modest population of 18 million. Tyrol alone had a record-breaking more than 11 million guest arrivals in 2015, a remarkable achievement for a region with fewer than a million full-time residents.

If would-be delegates register by the end of the month, they will be able to take advantage of early bird rates for this three-day wellness wonderland.

Susie Ellis

"Tyrol is an amazing example of a destination that has centred its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year-round wellness destination," said Susie Ellis, GWS chairman and CEO.

"It holds a unique place in wellness history as a pioneer, bringing people and businesses together to promote a region's distinct health-focused offerings.

"It's the location of the first wellness hotel collaboration begun 30 years ago; 15 years ago Tyrol introduced the idea of forming a wellness cluster bringing together public and private partners to use their synergies to increase competitiveness and inspire innovation.

"This model has since been emulated in other parts of the world and `Cluster Wellness Tirol' now boasts a member network of more than 120 wellness businesses.

"The region has what wellness seekers want: natural surroundings full of remarkable beauty – fresh air, clean water; great, authentic, local cuisine and plenty of outdoor space to stay active and in touch with nature.

"This inspirational environment will no doubt help fuel transformative thought leadership about the future of wellness during the Summit. I can't think of a better venue for our tenth anniversary Summit – a kind of Wellness Davos!"

Susie's co-chairs for the Tyrol Summit are Sue Harmsworth, chairman and founder of ESPA International, and Dr Franz Linser, CEO of Linser Hospitality, GmbH.

"It is a privilege to work with Sue and Franz, and we all look forward to saying "Willkommen" to you in Tyrol," adds Susie.

Says Günther Platter, Governor of Tyrol: "Bringing the premiere wellness conference to Tyrol is extremely gratifying for our region and will help us put a global spotlight on something we started decades ago: wellness tourism.

"We look forward to welcoming the international community and exploring the exciting opportunities for the future of our remarkable region that offers so much of what people are looking for these days: the ability to slow down, get away and immerse in nature and joys of life."

Topics on the future-focused agenda will include the intersection of medicine and wellness, the future of wellness within communities and the built environment, and the technological advancements making wellness more accessible for all.

"We wanted a theme that honored our 10th anniversary and reflected the historical relevance of being in Europe, and Tyrol, Austria in particular – where many modern-day wellness practices began, and that continues to be at the forefront of the evolving wellness market," says Susie Ellis.

ABOUT THE GLOBAL WELLNESS SUMMIT

GWS is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the $3.4 trillion global wellness industry. It attracts leaders from every sector of the wellness industry: spa, education, tourism, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

It is held in a different location each year. Summits have taken place in the US (the first was at New York's famed Waldorf Astoria Hotel), Switzerland, Turkey, Bali, India, Morocco and, last year, Mexico City.

GLOBAL WELLNESS SUMMIT

By Jenni Gilbert

ignitemag.ca
Zoom in
ignite
INCENTIVES CORPORATE TRAVEL MEETINGS
2017
TREND
REPORT
INSPIRE
HOW THE
INDUSTRY
DOES GOOD
INNOVATIVE
CITY TOURS
JOB-HUNTING
TIPS
DESTINATION SPOTLIGHTS
Kingston, Ontario
Sydney, Australia
November | December 2016

Merger MATTERS

How will Marriott's Starwood acquisition affect meeting planners and corporate travel managers?

By sheer numbers, the Marriott-Starwood merger is bound to have an impact: Marriott now has 5,700 properties in 101 countries (211 in Canada) representing 30 brands including Ritz-Carlton, J.W. Marriott, Sheraton, W Hotels, Westin, Delta and Courtyard.

We asked Laura Pallotta, regional vice-president of sales and marketing for Marriott in Canada, on what it means for planners and corporate travel managers.

Calgary Marriott Airport In-Terminal Hotel

"We manage hotels and license our brands to help owners have busy hotels and we now have 11 million rooms to fill"
- Laura Pallotta

First, let's answer the most burning question: how will it affect loyalty program members?

The programs are reciprocal, meaning points can be transferred between Marriott Rewards and Starwood Preferred Guest programs. "A Marriott elite member is an SPG member and vice versa," says Pallotta.

At the recent ACTE Canada Business Intelligence Series event, which focused on the hotel marketplace, concerns were raised about how the merger would affect the bidding process for corporations looking to add Marriott hotels to their preferred hotel list. What's your take?

"Bidding is on a case-by-case basis. We look at every opportunity," says Pallotta, adding that "we manage hotels and license our brands to help owners have busy hotels and we now have 1.1 million rooms to fill."

How will the merger impact meeting planners?

The merger means there are now convention-worthy properties in markets in which Marriott previously did not have a presence. This is particularly noteworthy for association planners, says Pallotta, who are often mandated to rotate annual meetings across the country. Meeting planners will continue to receive loyalty points through SPG Pro and Marriott's Rewarding Events. There are no plans to link those meeting planner programs at this time.

Zoom in

MEETINGS+

With 1.2 million sq ft of meeting space, we have room for large or small groups.

CONVENTIONS+

Innovative and high energy, we offer the event expertise, amenities and hospitality needed for world-class events.

INNOVATION

Meet in a city with a dynamic technology sector and deep entrepreneurial spirit.

calgary meetings + conventions

be part of the energy

MEETINGSCALGARY.COM

american spa

Global Wellness Summit Announces 10th Anniversary Conference in Austria

by *American Spa Staff* | Mar 8, 2016 3:43pm

The **Global Wellness Summit** (GWS), an invitation-only international gathering that brings together leaders of the global wellness industry, recently announced that this year's conference will be held on October 17 to 19 at KitzKongress, Kitzbühel in Austria. This year's event is co-chaired by two members of the GWS board of directors—Susan Harmsworth, founder of luxury spa brand ESPA, and Franz Linser, PhD, founder and managing director of international consulting firm Linser Hospitality.

Nestled in the Austrian Alps, Kitzbühel is an authentic, medieval city and one of Austria's acclaimed resorts. Home to World Cup ski races in the winter and ATP Tennis in the summer, this active locale is an ideal setting for GWS. Wellness is a priority here in the western Austrian state, Tyrol. There, a wellness cluster of training agencies with skills in consulting, planning, manufacturing, and operation brings together public and private partners to use their synergies to inspire innovation. This model has since been emulated in other parts of the world and "Cluster Wellness Tyrol" now boasts a member network of more than 120 wellness businesses. "Tyrol, Austria is an amazing example of a destination that has centered its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year-round wellness destination," says **Susie Ellis**, CEO and chairman for GWS. "The region has what wellness seekers want: natural surroundings full of remarkable beauty, fresh air, clean water, authentic, local cuisine, and plenty of outdoor space to stay active and in touch with nature."

According to research from the Global Wellness Institute, Austria also ranks first in Europe in wellness tourism expenditures per capita ($15.7 billion annually) and is the fifth largest wellness tourism market in the world with a population of 18 million. Also, Tyrol alone has had a record-breaking statistic of more than 11 million guest arrivals in 2015. "Bringing the premiere wellness conference to Tyrol is extremely gratifying for our region and will help us put a global spotlight on something we started decades ago—wellness tourism," says **Günther Platter**, governor of Tyrol. "We look forward to welcoming the international community and exploring the exciting opportunities for the future of our remarkable region that offers so much of what people are looking for these days, which is the ability to slow down, get away, and immerse in nature and the joys of life."

FSMTB Announces Massage Education Policy

08/12/2016

In an ongoing effort to maintain the integrity of the licensing examination and address fraud in the licensing process, the Federation of State Massage Therapy Boards (FSMTB) is developing an incremental process to support member boards in detecting and addressing fraud. This work is a combined effort from state board members and executive staff who serve on the Examination Committee, the Federation Authentic Information Review (FAIR) Task Force, the Human Trafficking Task Force, and the MBLEx Eligibility Panel. The following Massage Education Policy is a result of their research and recommendations and adoption by the FSMTB Board of Directors.

Effective July 1, 2017, candidates seeking access to the Massage & Bodywork Licensing Examination (MBLEx) will be required to substantiate enrollment in or having received their education from a massage therapy educational program that is approved or recognized by the state board or agency authorized to regulate massage therapy in the state in which the school is located. In the event the massage therapy board/agency does not approve or recognize education programs, approval or recognition from the relevant state department of education or like agency, in the state which the school is located, shall apply. In the event of a conflict between the state board/agency and department of education, the approval or recognition of the massage therapy board/agency shall prevail.

For more information, please contact Director of Professional Standards Kevin Snedden at ksnedden@fsmtb.org.

FSMTB is a 501(c)(3) nonprofit, membership organization comprised of massage and bodywork licensing boards and agencies from 41 states, the District of Columbia, and the territory of Puerto Rico. FSMTB's mission is to support its member boards in their work to ensure that the practice of massage therapy is provided to the public in a safe and effective manner. For more information, please visit www.fsmtb.org.

scratch®
The UK's leading nail magazine

09 March 2016

THE Global Wellness Summit announce theme

Written by Jade Leech | News

For the 2016 Global Wellness Summit, the event will be held in Tyrol, Austria on October 17-19. British entrepreneur, Sue Harmsworth will be leading the agenda which will be based on a "Back to the Future" theme. The summit with focus on the history of the spa and wellness industry to see what the future will hold.

"We wanted a theme that honoured our 10th anniversary and reflected the historical relevance of being in Europe, and Tyrol, Austria in particular – where many modern-day wellness practices began, and that continues to be at the forefront of the evolving wellness market," said Susie Ellis GWS chairman and CEO. "This gives us a unique opportunity to look back over the last 10 years at the founding of our annual Summit, while looking forward to analyse what lies ahead in wellness over the next decade. And I am grateful to have GWS board members, Sue Harmsworth and Dr. Franz Linser, co-chairing the event with me this year."

To mark the 10 year anniversary of the summit, attendees will contribute their predictions for the wellness industry and what the future has in store in a time capsule. This will be opened in 2026.

To find out more about the 2016 Global Wellness Summit, visit the website at www.globalwellnesssummit.com.

PROFESSIONAL beauty GCC

Global Wellness Summit announces 10th anniversary conference to convenein Tyrol, Austria

Mar 13, 2016

The Global Wellness Summit (GWS) has revealed that this year's conference will be held in the European cradle of wellness tourism on October 17-19 at KitzKongress, Kitzbühel in Tyrol, Austria.

Delegates, including leaders and visionaries from the $3.4 trillion global wellness industry, will be given the opportunity to immerse themselves in what many consider the most important wellness experience of all: the splendour of nature.

Nestled in the Austrian Alps, Kitzbühel is an authentic, medieval city and one of Austria's best-known year-round sports resorts – home of World Cup ski races in the winter, ATP Tennis in the summer and, increasingly, a year-round destination as emphasised by its popular Kitzbühel 365 campaign.

"Tyrol, Austria is an amazing example of a destination that has centered its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year- round wellness destination," said Susie Ellis, GWS chairman and chief executive officer.

"The region has what wellness seekers want: natural surroundings full of remarkable beauty; fresh air, clean water; great, authentic, local cuisine; and plenty of outdoor space to stay active and in touch with nature."

"This inspirational environment will no doubt help fuel transformative thought leadership about the future of wellness during the Summit," continued Ellis. "I can't think of a better venue for our tenth anniversary Summit – a kind of Wellness Davos."

According to research from the Global Wellness Institute, Austria ranks first in Europe in wellness tourism expenditures per capita and is the fifth largest wellness tourism market in the world.

PROFESSIONAL spa & wellness

2016 Global Wellness Summit theme announced

Mar 09, 2016

Sue Harmsworth on stage at the 2015 summit

The Global Wellness Summit (GWS) has announced the theme for the 2016 summit in Kitzbühel, Austria. The event, the 10th annual summit, will be held under the theme of Back to the Future.

The GWS said in a statement that the summit will "examine the future of spa and wellness through the lens of history". The summit, taking place in the Austrian Tyrol on October 17-19, will look at a series of wellness topics predicted to be key going forward.

These include the fusion of wellness and medicine, wellness within communities and the extent to which government policies around the world are increasingly beginning to cover wellness.

Other topics at the summit will include the technological advancements making wellness more accessible, the economic outlook for the spa market in Europe and the difference between "wellness" and "wellbeing".

The summit will be co-hosted by Sue Harmsworth, founder and chief executive of skincare brand and spa consultancy Espa and Franz Linser, founder and managing director of international consulting firm Linser Hospitality.

As part of the summit's future focus, delegates will be asked to submit their predictions for the wellness industry, to be locked in a "10th anniversary time capsule" and opened at the 2026 summit.

The 2016 summit will also see a change to the annual student competition. This year, university students from around the world will be encouraged to submit an "innovative, impactful business idea" covering any aspect of wellness.

Three finalists will then be flown in to the summit to present their ideas on stage in front of delegates.

MICE BTN
meetings, incentives, conventions, & business tourism news

Wellness meet goes back to the future

MICE News
Thursday, 10 March 2016 00:28

A "Back to the Future," conference theme will examine the future of spa and wellness at the 10th annual conference of the Global Wellness Summit (GWS).

The 2016 GWS takes place in Tyrol, Austria, 17-19 October at KitzKongress, Kitzbühel.

The agenda will be led by co-chairs British-born Sue Harmsworth and dr Franz Linser, founder and managing director of international consulting firm Linser Hospitality. Both are members of the GWS board of directors.

"We wanted a theme that honoured our 10th anniversary and reflected the historical relevance of being in Europe, and Tyrol, Austria in particular – where many modern-day wellness practices began, and that continues to be at the forefront of the evolving wellness market," said Susie Ellis GWS chairman and chief executive.

To commemorate this historic 10th Anniversary Summit, delegates will be asked to contribute their predictions for the future of the wellness industry, which will be sealed in a "10th Anniversary Time Capsule" in a ceremony on the final day of the conference and be opened at the Summit in 2026.

In addition to the time capsule, the GWS has reimagined its student competition for 2016 and is introducing a global competition, where university students submit innovative, impactful business ideas covering any facet of wellness (whether technology, architecture/design, spa/beauty, a product or a service). Three finalists will be flown to the Summit, along with their professors, to present to the delegates in a main-stage debut of "The Shark Tank of Wellness."

This format, based on a television show, will provide delegates with an opportunity to experience the future of wellness through the eyes of students, who will compete for a grand prize of US$10,000.

Topics on the future-focused agenda will include the intersection of medicine and wellness, the future of wellness within communities and the built environment and the technological advancements making wellness more accessible for all.

THE HUFFINGTON POST

Can This Meditation Dome Change the World?

03/08/2016 09:54 am ET | **Updated** Mar 09, 2016

Molly Napolitano
Lover of dogs, good food & wine, great friends, nature and family.

I have a confession to make. I have been trying to meditate for the last 15 years and sadly, I have failed miserably. I've written numerous articles about meditation, signed up for every Deepak & Oprah Challenge, purchased guided meditation CDs, downloaded chanting music, received reiki sessions, attended group meditation classes and have taken yoga...all with the hopes that someday I would finally "get" it.

I'll give myself an A for "Effort" but an F for "Completing My Assignment".

Being a competitive person by nature, I knew I had to try it but also thought that I would once again fail. I know that all meditation is good (even if your mind wanders) but I really wanted to experience the sense of calm and peace that is the result of meditation. I promised to give Tony my full report on it—the good and the bad—since he was contemplating buying some of them for his wellness center.

After a quick search, I found a Somadome located just an hour away. As I drove there, I envisioned sitting in this futuristic looking pod trying to quiet my mind, but once again, letting the distractions of life take over. I started thinking about all the things I should be doing and I quietly began cursing myself for wasting all this time to drive to the spa.

Boy, was I wrong. About 10 minutes into the experience, I "got" it. I felt the *shift*. It reminded me of the first time I looked at an autostereogram—a picture of dots that transforms from a two dimensional scene to a three dimensional image when you stare at it long enough. Learning how to let your vision "blur" so you can see the shift is the hard part. Once you learn how to do it, it becomes easy. I am hoping this is true for meditation too. My teacher, the Somadome, finally taught me how to meditate.

I can honestly say I was blown away from the experience. And nearly two weeks later, I am still feeling the residual effects.

Being a competitive person by nature, I knew I had to try it but also thought that I would once again fail. I know that all meditation is good (even if your mind wanders) but I really wanted to experience the sense of calm and peace that is the result of meditation. I promised to give Tony my full report on it—the good and the bad—since he was contemplating buying some of them for his wellness center.

After a quick search, I found a Somadome located just an hour away. As I drove there, I envisioned sitting in this futuristic looking pod trying to quiet my mind, but once again, letting the distractions of life take over. I started thinking about all the things I should be doing and I quietly began cursing myself for wasting all this time to drive to the spa.

Boy, was I wrong. About 10 minutes into the experience, I "got" it. I felt the *shift*. It reminded me of the first time I looked at an autostereogram—a picture of dots that transforms from a two dimensional scene to a three dimensional image when you stare at it long enough. Learning how to let your vision "blur" so you can see the shift is the hard part. Once you learn how to do it, it becomes easy. I am hoping this is true for meditation too. My teacher, the Somadome, finally taught me how to meditate.

I can honestly say I was blown away from the experience. And nearly two weeks later, I am still feeling the residual effects.

Meditation affects both the physical and mental aspects of your health. According to the National Institute of Health, practicing meditation may reduce blood pressure, symptoms of anxiety, depression and insomnia. People who meditate regularly have more folds in their brains, which researcher say may allow them to process information better. And numerous studies show that meditation may slow, stall or even reverse the aging process of the brain. These benefits are just part of a much larger list of how meditation can change your life.

But let's just focus on one health issue—anxiety—and how meditation can help ease that. According to the National Institute of Mental Health, anxiety disorders are the most common mental illness in the U.S. Anxiety affects approximately 40 million people 18 years and older. And what would that number be if we included kids 17 and under? Schools are filled with boys and girls who are struggling with anxiety. There seems to be more pressure on them than ever. There are many factors here: excess homework, learning disabilities, lack of proper nutrition, bullying, poor self-esteem, college applications, etc.

But WHAT IF? What if we could teach children at a young age to meditate? How different would our world be? Imagine a generation of people who sleep better and have stronger immune systems, experience significantly less stress and depression, have increased mental acuity with better attention spans? And a wonderful side benefit is that they grow up learning to better appreciate life and the people in it.

This may sound apocryphal to you, but I think it's possible. And it looks like the people at Somadome and HealthCorps (founded by Dr. Oz in 2003) believe it too. In 2012, "Pods for Peace" placed their first alpha prototype into the American Legion Continuation School in Sacramento, California to see if it could help some of their most troubled students. The students did a weekly Somadome session for 3 months. The qualitative data indicated a marked reduction in feelings of aggression, an increase in focus and wellbeing and attendance at school among the participants went up.

In the not-too-distant future, I envision seeing Somadomes in office buildings, airports, fitness centers, hospitals, shopping malls, doctor's offices and schools. Yes, schools. I know that schools barely have enough money to buy books, but anything is possible. Anxiety disorders cost the U.S. more than $42 billion each year! How many Somadomes can we buy for $42 billion dollars? There are about 100,000 public schools in the U.S. You do the math.

Less stress. More peace. Let's find a way to get there.

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

08 Mar 2016

GWS reveals theme and new-look student challenge to Spa Business

BY KATIE BARNES

Tweet Share G+1 Pin it

Spa Business joined the GWS organisers in Kitzbühel, the location for this year's summit

photo: Jack Emmerson www.jhse.co.uk

In recognition of its 10th anniversary, the Global Wellness Summit (GWS) theme for 2016 will be Back to the Future, senior VP and executive director Nancy Davis told *Spa Business* magazine.

The GWS is also using the milestone as an opportunity to re-imagine its annual student challenge as the Shark Tank of Wellness competition.

Davis said the Back to the Future theme is "about paying homage to the past and using it as a lens to the future."

She said: "We're going to look back at those 10 years of the organisation and the industry, creating memories of past summits and inviting certain people back to be part of the conference.

"The summit has always been about looking ahead, so whenever we look back, we're also going to look forward and ask what the next 10 years will look like."

To mark the anniversary, Davis said the GWS will create a time capsule. Delegates will take part in a 'thinking outside the box' exercise and on the last day their industry thoughts and predictions will be sealed in a capsule to be opened in 10 years' time.

The goal of the new Shark Tank of Wellness is to attract more students – not just those in the spa industry – and to embrace all facets of wellness. Students from all over the world studying disciplines as varied as architecture and technology will be invited to submit wellness innovations.

Three finalists will be invited to the summit to present their proposals to sponsors in a Shark Tank of Wellness competition. Based on the US TV series *Shark Tank* – known as *Dragon's Den* internationally – students will pitch their ideas for a top prize of US$10,000 (€9,071, £7,022). They'll be under the close scrutiny of sponsors who will play the role of the 'sharks' on the stage.

Confirmed sponsors so far include Four Seasons, ResortSuite and Klafs. The summit has worked closely with spa educator and Cornell professor Mary Tabacchi to set the criteria for the competition and ensure educational integrity.

Davis said: "We really wanted to create an interactive event that delegates will want to come to and be a part of."

She added: "Last year's summit in Mexico City was very urban and focused on art, culture and wellness. This year, it will be a more intimate experience looking at wellness in its most natural form: clean air, water, walking [between summit venues], kind people and family businesses.

"It's a good metaphor for our Back to the Future theme – what Kitzbühel has here in terms of wellness is what people the world over are craving to create, so it's a good model."

Read the next issue of *Spa Business* (out in May) for more summit news from the co-chairs Franz Linser and Susan Harmsworth. Linser is an Austrian-based wellness consultant with more than 20 years experience; and Harmsworth is the founder of product and consultancy firm ESPA International, which has more than 350 spas in its portfolio.

SpaChina
WELLNESS, BEAUTY, AND LUXURY LIVING

Global Wellness Forecast

The word "wellness" is seen frequently in our daily lives. What is the implication of this fundamental shift in trends? By Lisa Starr

You cannot open a magazine or see marketing messages today without being struck by the frequent use of the word "wellness." It may seem like this word came out of nowhere, but in fact, the concept of wellness has existed for many years. In 1947, the World Health Organization defined wellness as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Dr Halbert Dunn further explored the concept of wellness in a series of lectures in the late 1950's that became the basis for his book, "High Level Wellness" published in 1961. Dr John Travis, inspired by Dunn's book, opened the Wellness Resource Center in California in 1975, exploring the concept that individuals can actively participate in their health and wellbeing, rather than the traditional model of physicians treating patients only for illnesses. In 1979, Dr Travis and his center were featured on the popular US TV show, Sixty Minutes, which brought the wellness concept into mainstream American consciousness. Dr Travis was also a frequent collaborator with Dr Don Ardell, who was also influenced by the Dunn book, and in 1977, published his own book, "High Level Wellness: An Alternative to Doctors, Drugs, and Disease".

Today, the definition of wellness by the National Wellness Institute has evolved into this: "Wellness is an active process of becoming aware of, and making choices toward, a healthy and fulfilling life." This definition makes clear that wellness is not just something that happens to us; humans play a significant role in their own personal wellness through the choices that they make regarding diet, exercise and lifestyle. According to a study by Boston Consulting Group, Chinese consumers are the world's most health conscious. The BCG survey revealed that 73% of Chinese consumers are willing to pay more for products that are considered healthier, which is 12 points higher than the global average.

In 2007, SpaFinder CEO Susie Ellis created the inaugural Global Spa Summit, an invitation-only event in New York City, attracting 250 leaders in the worlds of spa, fitness and hospitality, to establish a positive direction through friendly collaboration. By 2015, the event name was changed to become the Global Wellness Summit. At the most recent Summit, in November 2015, almost 500 industry leaders gathered in Mexico City from all corners of the globe to participate in 3 days of keynote speeches, panel presentations, and breakout and networking sessions from well-known authorities including Dr. Deepak Chopra, Dr. Ken Pelletiere, and author Agapi Stassinopoulos. The information presented is all available on the Global Wellness Summit website, and has become much more medical in nature, as advances are made in discovering ways we can positively impact our physical health through microbiomes and epigenetics.

One of the Summit speakers, French economist Thierry Malleret, predicted that the current trends in obesity and an aging global population will lead some nations to mandate wellness for their populations, as the costs of healthcare continue to rise. In an effort to lower healthcare costs, large multi-national companies are examining ways to make workplaces healthier, from better food choices to natural light and opportunities to move about during the day. This trend of Workplace Wellness is the subject of forthcoming study sponsored by the Global Wellness Institute.

Few items illustrate the interest consumers have in their own health better than wearable technology. Ranging from Misfits and FitBits to devices from Garmin, Apple and Samsung, the wearable device market has exploded from sales of US$6million in 2010 to US$7Billion in 2015, with growth projected to continue. Some spas are enabling social media contests so that clients can compare their steps, sleep, diet and other statistics.

Despite the medical overtones in many wellness discussions, spas still have a very important role to play in the personal wellness of our clients. Having a massage or facial at a spa, and enjoying the relaxing environment, is often the introduction to the concept of self-care that ignites the desire in our clients to do more for themselves. The rejuvenated psyche and increase in energy that consumers experience after an invigorating workout or pampering spa break is not something that just happened to them, it is due to their personal action in making time to visit the spa or the health club. Our clients are in search of guides for this journey, and look to their spa for ideas and encouragement. Spas that go beyond the basic facial and massage treatments, and provide important components, such as a dedicated relaxation space, highly trained staff and high quality home care products, are well-positioned to take advantage of the current surge in interest in personal wellness.

beautymarket.es

El próximo Global Wellness Summit se celebrará en Kitzbühel

La organización del GWS acaba de anunciar la celebración de su próximo evento en 2016 en la región del Tirol austríaco, del 17 al 19 de octubre

Twittear G+1 Compartir

26/02/2016

La cumbre, que tendrá lugar en el recinto **KitzKongress** y será patrocinada por la oficina de turismo de la localidad austríaca, Tirol Werbrung y Wirtschaftkammer Tirol, **celebrará su 10 aniversario** con un amplio programa de conferencias, foros sectoriales y eventos sociales y de *networking*, con el objetivo de **crear nuevas relaciones profesionales y reforzar las existentes** dentro de la industria del *wellness*.

Ideado en parte inspirándose en el **Foro Económico Mundial de Davos** (Suiza), el Global Wellness Summit reúne a responsables y ejecutivos de todo el mundo, que aportan su tiempo y recursos para financiar la cumbre, con un espíritu que pretende alejarse de la autopromoción y alcanzar un verdadero **intercambio de ideas, debates y planteamiento de estrategias** para el bien de la industria, los consumidores y todo el planeta, dando así forma al futuro del sector.

La organización del GWS ha recalcado que Austria, y el Tirol en particular, es un **gran ejemplo de destino** que ha sabido centrar sus iniciativas turísticas transformando la región desde un modelo estacional **orientado al esquí**, hacia otro modelo con actividad durante todo el año alrededor del ***wellness***, gracias a sus bellos paisajes, are fresco, agua limpia, excelente gastronomía local y amplios espacios abiertos para estar en contacto con la naturaleza y mantenerse activos.

THE IRISH TIMES

Wellness trends: Lena Dunham on fitness, Weight Watchers mindfulness and mental baths

Meditation and mindfulness go mainstream and it's all about brain health

Mon, Feb 22, 2016, 10:00

Colette Sheridan

1

Girls' creator Lena Dunham's Instagram quote about her motivation for exercising epitomises a growing Millennial philosophy about fitness – working out is not about weight or appearances.

The wellness revolution continues to roll as our obsession with all things natural and healthy shows no sign of slowing (Editor's note: thankfully). This week we look at brain health trends that we will be talking about in 2016.

Brain health

Brain health is "coming to the fore", says Prof Sabina Brennan, co-director at the Neil (Neuro Enhancement for Independent Lives) Memory Research Unit at Trinity College in Dublin. "There are a lot of us working away to get brain health on the radar."

Brennan says that people should make the connection between our brains and the rest of our bodies. "Cardio vascular health is directly related to our brain health. Our brains needs oxygen to function and the brain needs nutrients. What's good for your heart is good for your brain, so physical activity and weight management is important."

Social isolation and loneliness are bad for brain health, she says. "Meaningful connection is important. If you're not using [your brain] you will lose it."

So what do we need to do?

Meditation and mindfulness go mainstream

Nothing has been talked about more in recent years than mindfulness. It has, says mindfulness teacher Catherine Sutton, become "a little cottage industry with people jumping on the bandwagon without really knowing what it is".

That may be so but, according to delegates at the Global Wellness Summit in Mexico in November, in 2016 more people will finally start practising it because it's about to become far more accessible and unintimidating.

Their example? Weight Watchers International is expanding its focus from weight loss to total wellness, hinting that its nearly one million weekly meeting-goers will be introduced to meditation. Stateside, meditation and chill out time is moving from being a solo activity to social affair.

The Big Quiet in New York recently attracted 800 people for an after-work organised meditation. Organiser Jesse Israel has run similar large events in Central Park and aims to spread to multiple cities. Is meditation becoming the new happy hour?

DAYSPA®

INDUSTRY NEWS

GLOBAL WELLNESS SUMMIT ANNOUNCES 10TH ANNIVERSARY CONFERENCE LOCATION

SHARE INDUSTRY NEWS NEWS

This year's conference will to convene in the European cradle of wellness tourism: Tyrol, Austria.

The Global Wellness Summit (GWS) recently announced that this year's conference will be held in the European cradle of wellness tourism on October 17-19 at KitzKongress, Kitzbühel in Tyrol, Austria. Delegates, including leaders and visionaries from the $3.4 trillion global wellness industry, will be given the unique opportunity to immerse themselves in what many consider the most important wellness experience of all: the splendor of nature. Nestled in the Austrian Alps, Kitzbühel is an authentic, medieval city and one of Austria's best-known year-round sports resorts – home of World Cup ski races in the winter, ATP Tennis in the summer and, increasingly, a year-round destination as emphasized by its popular Kitzbühel 365 campaign.

Tyrol puts wellness at the center of its economy, and holds a unique place in wellness history as a pioneer, bringing people and businesses together to promote a region's distinct health-focused offerings. It's the location of the first wellness hotel collaboration begun 30 years ago; 15 years ago Tyrol introduced the idea of forming a wellness cluster bringing together public and private partners to use their synergies to increase competitiveness and inspire innovation. This model has since been emulated in other parts of the world and "Cluster Wellness Tirol" now boasts a member network of more than 120 wellness businesses.

"Tyrol, Austria is an amazing example of a destination that has centered its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year-round wellness destination," said Susie Ellis, GWS chairman and CEO. "The region has what wellness seekers want: natural surroundings full of remarkable beauty; fresh air, clean water; great, authentic, local cuisine; and plenty of outdoor space to stay active and in touch with nature.

"This inspirational environment will no doubt help fuel transformative thought leadership about the future of wellness during the Summit," continued Ellis. "I can't think of a better venue for our tenth anniversary Summit – a kind of Wellness Davos."

Sponsors responsible for attracting the 2016 GWS to Kitzbühel, Tyrol, Austria include Tirol Werbung, Tourism Board Kitzbühel and Wirtschaftskammer Tirol.

"Bringing the premiere wellness conference to Tyrol is extremely gratifying for our region and will help us put a global spotlight on something we started decades ago: wellness tourism," said Günther Platter, Governor of Tyrol. "We look forward to welcoming the international community and exploring the exciting opportunities for the future of our remarkable region that offers so much of what people are looking for these days: the ability to slow down, get away and immerse in nature and joys of life."

According to research from the Global Wellness Institute, Austria ranks first in Europe in wellness tourism expenditures per capita ($15.7 billion USD annually) and is the fifth largest wellness tourism market in the world with a modest population of eight million. And Tyrol alone had a record-breaking more than 11 million guest arrivals in 2015, a remarkable achievement for a region with fewer than a million full-time residents.

This year's event is co-chaired by two members of the GWS board of directors: Susan Harmsworth MBE, founder of ESPA, the internationally-recognized luxury spa brand; and Dr. Franz Linser, founder and managing director of international consulting firm Linser Hospitality. Linser, an Austrian native, was fundamental in establishing Cluster Wellness Tirol.

The Summit is an invitation-only gathering for senior executives, for information about attending, click here. For sponsorship, contact Michelle Gamble (michelle.gamble@globalwellnesssummit.com).

To learn more about the 2016 GWS, visit: http://www.globalwellnesssummit.com/2016-summit.

MICE BTN
meetings, incentives, conventions, & business tourism news

GWS set for Austria in October

MICE News
Friday, 19 February 2016 00:58

The Global Wellness Summit (GWS) conference will be held October 17-19 at KitzKongress, Kitzbühel in Tyrol, Austria.

"Tyrol, Austria is an amazing example of a destination that has centered its tourism initiatives around wellness, transforming the region from a single-season, ski-only destination to a year-round wellness destination," said Susie Ellis, GWS chair and chief executive.

"The region has what wellness seekers want: Natural surroundings full of remarkable beauty, fresh air, clean water, great, authentic, local cuisine and plenty of outdoor space to stay active and in touch with nature."

According to research from the Institute, Austria ranks first in Europe in wellness tourism expenditures per capita (US$15.7 billion annually) and is the 5th largest wellness tourism market in the world with a modest population of 18 million.

And Tyrol alone had a record-breaking more than 11 million visitor arrivals in 2015, a remarkable achievement for a region with fewer than a million full-time residents.

This year's event is co-chaired by two members of the GWS board of directors: Susan Harmsworth, founder of luxury spa brand ESPA and Dr Franz Linser, founder and managing director of Linser Hospitality.

The conference is an invitation-only gathering for senior executives.

PROFESSIONAL spa & wellness

2016 Global Wellness Summit to be held in Kitzbühel

Feb 17, 2016

Like Share 0 Tweet Pin it
Share 2

The Global Wellness Summit (GWS) has announced that the 2016 event will be held in the KitzKongress events venue in Kitzbühel in the Austrian Tyrol.

The summit, taking place on October 17-19, will mark the 10th anniversary of the GWS and will be sponsored by Tourism Board Kitzbühel, Tirol Werbung and Wirtschaftskammer Tirol.

Kitzbühel is a medieval town that is popular with winter sports fans from around the world for its ski slopes.

Susie Ellis, chairman and chief executive of the GWS, said: "Tyrol, Austria is an amazing example of a destination that has centred its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year-round wellness destination.

"The region has what wellness seekers want: natural surroundings full of remarkable beauty, fresh air, clean water, great local cuisine and plenty of outdoor space to stay active and in touch with nature. I can't think of a better venue for our tenth anniversary Summit."

The 2016 summit will be chaired by Espa founder and chief executive Sue Harmsworth and Austrian Franz Linser, founder and managing director of consulting firm Linser Hospitality.

spabusiness.com

Destination | Day | Resort | Club | Medical | Curative

Latest news

17 Feb 2016

Kitzbühel to host GWS 2016 – 'a kind of Wellness Davos'

BY JANE KITCHEN

Tweet Share G+1 Pin it Share 0

Dr Franz Linser and GWI chair and CEO Susie Ellis at last year's GWS

photo: Global Wellness Summit

The Global Wellness Summit will take place at KitzKongress, Kitzbühel in Tyrol, Austria, on October 17-19, 2016.

Nestled in the Austrian Alps, Kitzbühel is an authentic, medieval city and a year-round sports resort – home of World Cup ski races in the winter, ATP Tennis in the summer and, increasingly, a year-round destination as emphasized by its popular Kitzbühel 365 campaign.

Tyrol puts wellness at the centre of its economy, and holds a unique place in wellness history as a pioneering destination, bringing people and businesses together to promote a region's distinct health-focused offerings.

Fifteen years ago, Tyrol introduced the idea of forming a wellness cluster, bringing together public and private partners to use their synergies to increase competitiveness and inspire innovation. This model has since been emulated in other parts of the world and "Cluster Wellness Tirol" now boasts a member network of more than 120 wellness businesses.

"Tyrol, Austria is an amazing example of a destination that has centred its tourism initiatives around wellness, transforming the region from a single season, ski-only destination to a year-round wellness destination," said Susie Ellis, GWS chair and CEO.

"The region has what wellness seekers want: natural surroundings full of remarkable beauty; fresh air, clean water; great, authentic, local cuisine; and plenty of outdoor space to stay active and in touch with nature."

"This inspirational environment will no doubt help fuel transformative thought leadership about the future of wellness during the Summit," continued Ellis. "I can't think of a better venue for our tenth anniversary Summit – a kind of Wellness Davos."

According to research from the Global Wellness Institute, Austria ranks first in Europe in wellness tourism expenditures per capita (€14.1bn annually) and is the 5th largest wellness tourism market in the world with a modest population of 8 million. And Tyrol alone had a record-breaking 11 million guest arrivals in 2015, a remarkable achievement for a region with fewer than a million full-time residents.

"Bringing the premiere wellness conference to Tyrol is extremely gratifying for our region and will help us put a global spotlight on something we started decades ago: wellness tourism," said Günther Platter, governor of Tyrol.

"We look forward to welcoming the international community and exploring the exciting opportunities for the future of our remarkable region that offers so much of what people are looking for these days: the ability to slow down, get away and immerse in nature and joys of life."

This year's event is co-chaired by two members of the GWS board of directors: Susan Harmsworth MBE, founder of skincare brand ESPA, and Dr. Franz Linser, founder and managing director of international consulting firm Linser Hospitality. Linser, an Austrian native, was fundamental in establishing Cluster Wellness Tirol.

Westfälische Nachrichten

Di., 02.02.2016 **Wellness-Klassiker Sauna**

Schwitzen und wohlfühlen

Die Inhaberin der Eymann-Sauna in Münster Lisa Eymann springt nicht auf jeden Trend auf. Stattdessen setzt sie in ihrem Familienbetrieb seit 40 Jahren auf schlichte, natürliche Materialen wie Holz, Stein und Stoffe. *Foto: Wilfried Gerharz*

Münster - Wellness-Trends kommen und gehen. Doch die Sauna ist und bleibt ein absoluter Wellness-Klassiker. In keinem Spa darf sie fehlen. Gründe dafür gibt es viele: Saunabaden beugt Krankheiten vor, entspannt und macht glücklich. Wir haben hinter die Kulissen eines Saunabetriebes geschaut.

Von Anne Koslowski

Hier knabbern dem Gast weder Fische die Hornhaut von den Füßen ab, noch legen die Aufgießer in der Sauna eine Spaß-Performance hin, um die Besucher zu unterhalten. Stattdessen laufen die Bademantel tragenden Besucher durch eine münsterländische Parkanlage, hören Vogelgezwitscher, Wasserplätschern und das Zischen des Wassers, wenn es in der Sauna auf die heißen Steine gegossen wird.

Sie können in Schwimmteichen baden, sich in kaminbefeuerten Saunen in Holzhütten aufwärmen und in Ruheräumen hinter großen Fensterfronten einschlafen. Das einzige „Exotische" hier sind Weinstöcke, die einem erhöhten Bereich des 10.000 Quadratmeter großen Areals etwas Toskana-Feeling verleihen sollen.

> *„Der zivilisationskranke Mensch kommt hier mit ursprünglichen Elementen in Kontakt."*
>
> *Lisa Eymann*

Mit dieser westfälisch-zurückhaltenden Gestaltung liegt die Eymann-Sauna in Münster voll im Trend. Denn Authentizität wird für Wellness-Anbieter immer wichtiger, stellten Wissenschaftlern sowie die Wellness- und Gesundheitsindustrie bei ihrem jüngsten „Global Wellness Summit" im vergangenen Jahr fest. Wer ins Münsterland zum Entspannen kommt, der will eben keine Kunstfelsen, die nach den Seychellen aussehen.

Ruhe und Natur

Unter Wellness verstehen die Münsteraner dagegen, sich mit natürlichen Materialien zu umgeben. „Der zivilisationskranke Mensch kommt hier mit ursprünglichen Elementen in Kontakt", erklärt Lisa Eymann ihr Wellness-Konzept. Feuer, Wasser, Luft und Erde. „Wenn wir draußen im Garten Feuerschalen entzünden, sammeln sich sofort Leute drum herum." Nicht ohne Grund sollten auch „echte Wellnesshotels" dem Deutschen Wellness-Verband (DWV) zufolge „in ruhiger und möglichst natürlicher Umgebung liegen". Stadthotels könnten deshalb schon per se keine Erholung garantieren. Und keinesfalls dürfe die Entspannung durch andere Gästegruppen gestört werden, „die etwa eine Tagung im Hotel besuchen, auf einer Geschäftsreise sind, Station mit einer Busreise-Gesellschaft machen oder eine Familienfestlichkeit feiern".

Wellness als Lebensaufgabe

Fünf Gründe, in die Sauna zu gehen

1. Saunakabinen und daran angeschlossene Räume sind meist Orte der Ruhe. Der Wechsel von extremen Wärme- und Kältereizen erschöpft. Danach auf einer Liege einschlafen – mehr Entspannung geht nicht.
2. Regelmäßige Saunagänge sind gut für Herz und Kreislauf. Sie beugen in Kombination mit vitaminreicher Ernährung, viel frischer Luft, Sport und wettergerechter Kleidung Infekten vor.
3. Saunabaden stärkt die Haut und ihre Schutzfunktion. Und gesunde, frische Haut ist bekanntlich ein wichtiger Schönheitsfaktor.
4. Saunieren unterstützt den Heilungsprozess von verletzten Muskeln und Sehnen und bietet sich daher nach dem Sport an.
5. In der Sauna entspannt die gesamte Muskulatur, und der Körper schüttet Glückshormone aus.

Mit einem Tag in der Sauna sei es zudem nicht getan, wenn die Regelmäßigkeit fehlt und Wellness nicht als Lebensphilosophie verstanden wird, warnt der DWV. Denn bei Wellness geht es um eine umfassende Verbesserung der Lebensqualität. Dazu gehört auch eine „ausgewogene Lebensweise mit moderater körperlicher Bewegung, frischen, überwiegend pflanzlichen und möglichst fettarmen Nahrungsmitteln und der Verzicht auf Drogen jeglicher Art", sagt Lutz Hertel, Vorsitzender des DWV in Düsseldorf. Auch innere Ruhe, positive Emotionen sowie das Wohlwollen für und von anderen Menschen zähle dazu.

Abschalten, runterkommen, gemeinsam Ruhe finden: Das suchen auch Anja Rütz und Andreas Wondolleck aus Hamm, wenn sie an ihrem wöchentlichen Saunamontag nach Münster kommen. Seit zehn Jahren gehen sie regelmäßig in die Sauna. Dem Pärchen fallen viele Aktivitäten ein, die ihren Tag in der Saunalandschaft zu einem zum Wellness-Kurzurlaub werden lassen: mehrere Saunagänge, spazieren gehen, schlafen und essen – „alles, was man auch im Urlaub macht", sagt die Einzelhandelskauffrau. Sie habe in ihrem Beruf den ganzen Tag mit Menschen zu tun. Deshalb genieße sie fernab von ihrem Alltag „Ruhe, Entspannung und eine Auswahl an Saunen. Das bedeutet für uns Wellness".

Weniger ist mehr

In der Saunalandschaft in Münster findet sie genau das: „Wir lassen bewusst alles weg, das einen Aufforderungscharakter hat", sagt Lisa Eymann. Event-Nächte zu bestimmten Anlässen wie Valentinstag oder Karneval gibt es in dem Familienunternehmen nicht. Während der Aufgüsse herrscht Schweigepflicht, damit sich die Gäste nicht gegenseitig ablenken und die ätherischen Öle sowie die Wohltat des Aufgusses bewusst wahrnehmen können. Zudem gibt es „ganz viele Liegen und Decken", die auch reserviert werden dürfen. Ausruhen wird hier großgeschrieben. Wer eine Massage, Lymphdrainage oder einen Fitness-Kurs buchen möchte, wird ihn hier finden, „muss aber von sich aus aktiv werden". Die Idee dahinter ist, den Besucher nicht von außen anzusprechen, um ihm nicht das Gefühl zu geben, etwas zu verpassen, sagt Lisa Eymann.

Täglich entspannen

Wellness als umfassendes Konzept körperlichen und seelischen Wohlbefindens ist eine tägliche Lebensweise und setzt die aktive Mitwirkung des Betroffenen voraus. So hat sich auch die 55-jährige Eymann eine Sauna in ihren privaten Garten gestellt und entzieht sich inzwischen bewusst ihrem Arbeitsumfeld, um zu entspannen. Früher habe sie ihre Sonntage im eigenen Betrieb verbracht, „aber ich sehe dann, was gemacht werden muss, und viele Gäste sprechen mich an." Damit hat die Wellness-Expertin für sich das umgesetzt, was sie ihren Kunden bieten möchte: Ruhe und Rückzug. „Ich brauche nicht viel mehr als eine Saunakabine, eine kalte Dusche und eine Liege an der frischen Luft."

Am Ende sind die Bedürfnisse aber auch sehr unterschiedlich. „Ein gutes Wellness-Angebot ist das, was für mich richtig ist und den gewünschten Nutzen bringt", so Michael Altewischer, Geschäftsführer der Hotelkooperation WellnessHotels & Resorts (WHD).

PCMA convene

4 Ways to Promote Attendee Wellness On Site

The Global Wellness Summit talks the talk and walks the walk for its attendees.

by Christopher Durso
September 29, 2016 — Leave a Comment

Wellness is big business. Big enough that it's led not just to expos and conferences, but to high-level forums, including the invitation-only Global Wellness Summit, being held this month in the Alpine ski-resort town of Kitzbühel, Austria.

"It's for all sectors of the wellness industry," said Beth McGroarty, director of research and public relations for the Global Wellness Institute, "so it could be anything from spa, to hospitality, or wellness travel, beauty, technology, finance, nutrition, fitness, workplace wellness. An up-and-coming trend is wellness real estate, or wellness communities. It's an ideas conference, and it attracts only the very high-level, C-level executives."

As you might expect, there's pressure on McGroarty and her colleagues to incorporate wellness into the program — in theory and practice. "We have a special and unique mandate to be creative and really focused on wellness for the delegates," McGroarty said, "many of whom are flying thousands and thousands of miles for this think-tank conference. Their mental wellness, their physical wellness, what they eat, how they move, everything. If they're emotionally inspired. We take into account pretty much the whole wheel of wellness for these people." Here's how:

1. Location

"You can't imagine more natural outdoor beauty, fresh air, and incredible mountains. Just the very location itself is a far cry from some beige corporate hotel. All of the delegates will be staying at smaller, very authentic Austrian hotels, and walking with comfortable shoes to the venue."

2. Outdoor Programs

"On the second day of the conference, the second half of the day, it's going to all take place on the top of this very famous mountain called the Hahnenkamm, which is where ski races are run. We're going to have lunch with a famous Austrian Olympic gold-medal skier named Stephan Eberharter. There's going to be not just networking and some talking and an incredible lunch, but people are going to be doing hiking and cycling and yoga as part of the conference program."

3. Walking

"We have incredibly lovely lunches every day for the delegates, but they're going to walk to really historic, interesting places to lunch — restaurants in the town of Kitzbühel. They'll be walking together as a group across fields to get to these lunches. Then we have breaks between the morning and the lunch, and also between lunch and the end of the day, and they're all outside. Lots and lots of fresh air, and lots of walking."

4. Food

"Of course, there is always really nice, healthy food. Everything in Austria is about farm to table. The milk you drink comes from the cows next to you. This year we're working with an expert named Stephanie Moore from the U.K. She's a nutritional therapist, a psychotherapist, a physical therapist, and she's in charge of the nutrition programming at a famous spa in the U.K. called Grayshott Spa. She's working to help design menus specifically for what conference attendees need. In other words, foods that are good for focus and attention, that fight fatigue, that give you energy boosts, that help brain function."

http://caesarsmeansbusiness.com/

KLEINE ZEITUNG

REISE-NEWS

Wellness-Nation Österreich: 3 von 10 gönnen sich eine Auszeit

Der Österreich-Tourismus ist nicht nur für seine Pisten im Winter bekannt. Die Alpenrepublik gehört zu den Top Wellness-Destinationen Europas. Auch bei den Österreichern selbst genießt der Entspannungs-Urlaub einen hohen Stellenwert.

05.55 Uhr, 05. Dezember 2016

Für 27 Prozent der Österreicher ist ein Spa- und Wellness-Urlaub fester Bestandteil ihrer jährlichen Urlaubsplanung. Das ist das Ergebnis einer Umfrage der Reisesuchmaschine momondo.at. „Das Wellnessen" ist somit beliebter als der Ski-Urlaub und reiht sich neben den klassischen Strand- und Städtereisen unter die Top-3 Reisearten. „Unsere Umfrage zeigt, dass die Österreicher überdurchschnittlich gerne auf Wellness-Urlaub fahren. Beliebter sind Spas und Co in Europa lediglich bei den Spaniern. Bei den Schweizern planen 19 Prozent der Befragten einen Wellness-Urlaub, in Deutschland sind es lediglich 17 Prozent", so Sarah Kolind, momondo-Sprecherin für Österreich.

©

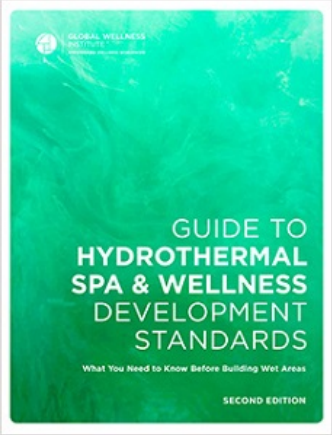
Wellness-Reisen boomen

Die Begeisterung der heimischen Befragten für Entspannungsurlaube ist hausgemacht, ist Österreich doch eine bekannte Wellness-Destination. Laut aktuellen Zahlen des Global Wellness Summit liegt Österreich auf Platz 6 der beliebtesten Erholungs-Ziele weltweit, europaweit sogar auf Platz 3. „Der Wellness-Urlaub hat in den vergangenen Jahren neuen Glanz bekommen. Trends wie Detox-Reisen, Yoga-Retreats und die neue Achtsamkeits-Bewegung sind in aller Munde", erklärt Sarah Kolind. Vor allem bei den weiblichen Befragten punktet diese Art des Reisens – für 31 Prozent von ihnen gehört ein mehrtägiger Wellness-Aufenthalt zur Urlaubsplanung dazu. Unter den männlichen Umfrageteilnehmer möchte nur jeder Vierte nicht darauf verzichten.

emotionSpa
Le 1er Média Partenaire des Professionnels du Bien-être & Beauty

CRÉATION

Tout ce qu'il faut savoir avant de créer une zone humide dans votre Spa



Le Guide des normes hydrothermales, révélé en avant-première aux participants du dernier Global Wellness Summitt, en octobre dernier a été créé pour fournir des lignes directrices sur la conception et la construction des zones hydrothermales, communément appelées «zones humides».

Les bains hydrothermaux y compris les saunas, les hammams, les bains de vapeur, les piscines d'hydrothérapie sont parmi les plus anciennes pratiques bien-être, reconnues notamment leurs nombreux bénéfices : nettoyer, détoxifier et améliorer le système immunitaire.

Dans cette **2eme édition**, ce guide s'adresse aux propriétaires de Spas, consultants, constructeurs, architectes ou toute personne souhaitant se lancer dans l'étude ou la construction d'un centre hydrothermal et vise à accompagner chaque étape du projet : de la planification à la construction, en indiquant les normes et les matériaux en vigueur, définissant la terminologie utilisée, tout en relevant les erreurs à éviter, qui peuvent souvent s'avérer coûteuses de surcroit !

« Les zones humides dans les Spas sont parmi les plus chères et les plus complexes à développer et leur installation se traduit trop souvent par des erreurs qui coûtent ensuite cher à corriger, en temps et en argent », a confié ***Susie Ellis, Présidente du Global Wellness Sumitt***

Ce guide a été rédigé avec le soutien de Absolute-Pools, Areasana, Barr + Wray, Design for leiure, **Dornbracht**, **Gharieni**, Hilton Worldwide, HygroMatik, **Klafs**, Kemitron, **Lux Elements**, **Six Senses Hotels Resorts Spas**, SnowBOX , **Sommerhuber**, **Unbescheiden**, Werner Doslertechnik.

TÉLÉCHARGER LA VERSION NUMÉRIQUE

Par Céline GUERTON-MATHIAS

Le 05/12/2016