



Hydrothermal Initiative Briefing Paper 2017

What is the aim of your initiative? (one sentence please).

To develop internationally recognized standards for the design, manufacture and operation of hydrothermal bathing experiences within the wellness industry.

What or who are the current “news makers” or trends in the initiative’s industry/sector? (100 words or less).

The industry is largely replicating bathing practices that have been around for thousands of years, so we don’t make news with new experiences. Rather, we use collaborative skills and engineering abilities to improve energy efficiency, hygiene standards, and minimize water consumption within the wellness world whilst at the same time embracing the latest architectural trends and using our engineering and design skills to achieve the dreams of owners, architects and interior designers.

Name some (high level) challenges facing your industry/sector? (100 words or less)

As a small but specialized niche within the wellness industry, we are constantly finding ways to improve standards, while satisfying the ever-changing national standards from around the world and maintaining a high level set of design guidelines that can still be globally adopted.

Where do you see the opportunities for industry/sector?

The improved world economy has not prompted a resurgence in the large-scale destination wellness resorts that had been on the drawing boards pre-2008; however, there are some interesting developments. Notably, we are seeing more smaller, niche properties entering the wellness arena, while properties that were previously respected spa resorts are being pressured by wellness-seekers to up their game and become wellness resorts. By far the biggest interest is coming from turning traditional hot springs resorts into wellness resorts, where the natural springs are used therapeutically.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

No, and if there were people we admire as a group, I am not sure we want to start elevating people to this sort of status. Our initiative works because there

are no heroes and all members leave their egos at the door, with a true belief in working for the betterment of our industry and not personal or professional gain.

Is there noteworthy investment happening in your industry/sector?

Our initiative members involved in manufacturing are noticeably investing in R&D and manufacturing plant development. There is undoubtedly a greater understanding within the hospitality investment community of our sector. Additionally, wellness at home is becoming a hugely significant part of the industry. Much like fitness and exercise, wellness treatments are no longer something experienced as a treat on vacation, but they are becoming part of a lifestyle and, for convenience, we are seeing homeowners embracing this by installing something relating to wellness at home beyond the traditional hot tub in the garden or adding a steam function to an existing shower. These are wellness lovers who take their wellness seriously!

Name any key accomplishments (milestones) made by your initiative?

We have written and published two editions of the Guide to Hydrothermal Spa and Wellness Development Standards, with the third edition planned for 2018. It is available for download on the Global Wellness Institute website:
<https://www.globalwellnessinstitute.org/industry-research#hydro2>

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