



EUROPE

MONACO

1. What has been making news in this country in terms of the business of wellness?

The Principality of Monaco has become one of the founding members and sits on the board of the Wellness Tourism Association. Monaco is also the first destination marketing organization (DMO) to become a member.

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

BEAUTY & ANTI-AGING

The Thermes Marins Monte-Carlo is the first and only spa in Europe to offer cryotherapy, of which one of the benefits is prolonging life. Also, Monaco has been the home for over 16 years of the Aesthetic and Anti-aging Medicine World Congress.

FITNESS & MIND-BODY

Apart from the excellent workout facilities at our spas, one can enjoy Mother Nature's gym. Yoga is becoming more and more popular in Monaco, and there are a variety of ways to enjoy this pursuit, including Yoga by the Sea offered by Sunshine Yoga Monte-Carlo, whose mission is transformation and healing through joy and movement. Visitors can enjoy International Yoga day on the terraces of the famed Monte-Carlo Casino.

HEALTH EATING, NUTRITION & WEIGHT LOSS

Monaco provides wellness experiences through the menus of its Michelin-starred restaurants and many eating establishments, incorporating the region's Mediterranean diet, which has always been the backbone of Monaco's cuisine. Elsa is the world's first and only Michelin-starred restaurant that has been recognized as 100 percent organic and awarded Gold Status for five consecutive years of organic certification by Ecocert. The L'Hirondelle Restaurant at the Thermes Marins features a 500-kcal menu. Executive chef Marcel Ravin of the Michelin-starred Blue Bay restaurant at the Monte-Carlo Bay Hotel & Resort uses local produce from an on-site garden run by a local urban farming company.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

The Monaco Princess Grace Check-up Unit is a five-star medical facility where patients from all over the world can check-in for a physical, a second opinion or a variety of tests and procedures. The doctors work closely with the University of Pennsylvania and offer the same standards of medical care.

SPA INDUSTRY

The Principality of Monaco has many spas that can best be described by different focuses and diverse treatments, including the Thermes Marins Monte-Carlo, Spa Metropole by Givenchy, the Fairmont Spa Monte Carlo, Cinq Mondes Spa and the Monte-Carlo Beach Spa.

THERMAL/MINERAL SPRINGS

During the turn of the last century, the elite and aristocracy traveled to Monaco's thermal center to escape the wintry cold of Northern Europe and enjoy Monaco's curative climate. The iconic Thermes Marins Monte-Carlo, inaugurated in 1908, continues to be a temple of wellness with over 71,000 square feet of space and offers many services using marine-based products.

WELLNESS TOURISM

The Principality of Monaco has been a true pioneer in the world of wellness and remains an innovator and leader on luxury spa offerings long before they became a trend. Staying healthy and active is one of Monaco's draws. One can walk the entire Principality, jog along the harbor, hike the Via Alpina, stroll the colorful Princess Grace Rose Garden, and benefit from the clean air of a destination aiming to be carbon neutral by 2050.

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

Our environment is key to our wellness. Monaco has introduced a campaign "Green is the New Glam" with the goal of becoming a destination that is as environmentally conscious as it is glamorous. As an urban resort, we are creating more urban vegetable gardens, introducing seafood that is not overfished, and creating events that don't jeopardize our air quality, such as an electric car race.

4. What do you see as the greatest strength of the wellness market in this country?

Amongst Monaco's strengths is a commitment to the environment, which is central to our health. Monaco strives to protect our ocean and seas. All public vehicles in Monaco are hybrid, biofuel or electric.

5. What do you see as the greatest weakness of the wellness market in this country?

Monaco is an urban resort with a very dense population.

6. What do you see as the biggest opportunity in the wellness market in this country?

Our biggest opportunity lies in the creation of holistic experiences encompassing healthy restaurants and active lifestyle activities against the backdrop of this luxurious and fairy-tale destination.

7. What do you see as the biggest threat to the wellness market in this country?

Potentially, overcrowding could be a threat.

8. Which sector of the wellness economy are you most involved with?

Wellness Tourism

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