



EUROPE RUSSIA

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

The professional community is fragmented. There is, perhaps, the only platform, the International SPA & Wellness Congress. Within the framework of the Congress, a competition is held that unites the market of spa and wellness industry and identifies the leaders.

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.

SPA INDUSTRY

Thanks to the Spa and Wellness Development Council, important legislative standards and regulations are being adopted.

THERMAL/MINERAL SPRINGS

Russia has historically developed this area and over 300 years of history has accumulated a lot of experience. The country is actively working on the renovation of resorts.

WELLNESS LIFESTYLE REAL ESTATE

Due to the lack of modern construction standards and norms, unfortunately, this is not developed yet, but there is a great need.

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

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

Natural environment

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

Infrastructure

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

Wellness tourism: natural resorts and mineral/thermal resorts

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

Standards and regulations

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

Spa Industry

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