



EUROPE

Italy

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

Natural healing approaches and the awareness of the necessity to invest in one's health. More attention has been on the value of global health (physical and mental) rather than just the external appearance. Going to the spa is no more just a status symbol but a real deep and conscious choice.

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

People often think anti-aging is only an aesthetic issue, while it is instead a combination of several factors, where aesthetics is just one of them.

FITNESS & MIND-BODY

Movement and stress management, together with nutrition, are the pillars of every kind of preventive protocol.

HEALTHY EATING, NUTRITION, & WEIGHT LOSS

People, professionals and governments are more and more aware that an effective prevention has to be based on correct nutrition, not only for weight loss but also for its anti-inflammatory effects.

PREVENTATIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Thermal resorts will play an important role in government welfare projects in order to prevent noncommunicable diseases (NCDs) and improve healthy life over 65.

THERMAL/MINERAL SPRINGS

The anti-inflammatory effects of hot mineral spring water ideally combine to the up-to-date discovery of evidence-based medicine, which identifies inflammation as the silent killer causing several serious chronic NCDs.

WELLNESS TOURISM

I think, especially for thermal resorts, it will be a good opportunity for business in the coming years.

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

Prevention of NCDs through thermal and wellness-related approaches

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

Centuries-old traditions in healthcare through thermal therapies and medical approach on-site

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

Strict and complex regulation and heavy and expensive business model for thermal spas. Lack of regulation for wellness centers, which leads to an unfair market competition.

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

Wellness tourism
Prevention awareness development

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

Fast developing competitive countries and uncertain international financial and economic situation

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

Thermal/Mineral Springs

SUBMITTED BY:

Name: Nicola Angelo Fortunati

Company: Italian Hospitality Collection

Job Title: Terme & Spa General Director

Country (Where You Reside): Italy

Email Address: Nicola.fortunati@ihchotels.it

Phone Number: 3316464625

