

# AUSTRALIA: AUSTRALIA

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## **1. What is currently making news in your country when it comes to spa and wellness?**

People are now much more health-focused than they ever have been. Most Australian women — and many men — previously sought mere rejuvenation. Now it seems they are seeking major changes in their lives. Spas in Australia are increasingly introducing therapies to help the everyday person cope with everyday activities, as well as incorporating elements of ancient spa techniques.

## **2. With the buzz about wellness technologies, how do you see spa and wellness establishments using wellness technologies in your country in the future?**

With advances in science, computing and nanotechnology (to name a few), spa and wellness centers will be revolutionized and may come to seem overwhelmingly futuristic within the next few years. Some examples are the NanoLift (a grid of tiny magnetic nano-particles is injected into the skin, and a magnetic wand is used to physically adjust and change the human face — to correct sunken eyes and build fuller cheeks, for instance), oxygen facials and epidermal growth factor serum (a biologically active protein that stimulates cell renewal).

## **3. When it comes to wellness tourism, what is happening in your country?**

According to [www.news.com.au](http://www.news.com.au), Australia is likely to see between 5.5 and 8.5 million wellness tourists over the next five years. This trend is driven by an aging population and increasing rates of illness, as well as by a corresponding awareness among young people of the need to remain fit and healthy.

#### **4. Please provide one sentence that best describes the latest developments in your country for each of these categories:**

**Hotel spas:** Typically, all 5-star hotels in Australia offer luxurious and beautiful spa facilities, which have become very important to the global business traveller.

**Destination spas:** Destination spas have become increasingly popular in Australia, where you can be with like-minded people who share your interest in health.

**Hot springs spas:** Hot springs spas are a very popular attraction. However, there may be a shortage of natural springs in Australia.

**Wellness living communities:** This isn't currently a big part of the Australian spa and wellness landscape.

**Corporate or employee wellness programs:** While some large companies have programs promoting healthy lifestyle, nutrition and exercise, more can be done with providing wellness programs in the workplace.

#### **5. Fast-forward five years and tell us what you think the spa and wellness industry in your country will look like.**

The spa and wellness industry in Australia will be taking advantage of the latest in innovative technology and treatments, but Australians will still place a high priority on relaxation, rejuvenation and time out. People will always need to escape from their busy, computer-filled lives.

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