

EUROPE: AUSTRIA

1. What is currently making news in your country when it comes to wellness or wellbeing?

Measurable results of wellness products and services in order to assure the positive effects.

Development of health oriented products that fulfill quality standards

Market saturation in traditional wellness products.

Development of clear USPs and target groups.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Wellness as a lifestyle philosophy of lifetime development in every area of life: at home, at work, in spas, and communities.

3. How would you describe the state of workplace wellness in your country?

Very high, with initiatives from private companies up to public organizations. For example, there is a countrywide network of corporate health offers:

<http://www.netzwerk->

[bgf.at/portal27/portal/bgfportal/content/contentWindow?contentid=10007.701055&action=2&viewmode=content](http://www.netzwerk-bgf.at/portal27/portal/bgfportal/content/contentWindow?contentid=10007.701055&action=2&viewmode=content)

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

In recent years, the tourism and leisure industry, thanks to low interest rates set a pace of investment above the overall economy. Sectors of investment are: quality Improvement, Company size optimization, diversification, Creation or improvement of staff quarters, Environmental / Safety / Accessibility / energy saving measures.

5. Whose responsibility is it to create a well world?

Every living creature should be praised for a collective, peaceful, sustainable and healthy way of life.

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