



# Industry Briefing Papers 2016

## EUROPE: AUSTRIA

### 1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

I think individuality will become more and more important in the spa and wellness sector. People want to have things like treatments which are custom-built.

### 2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

#### Spas:

Special treatments including sustainable and organic products with Austrian origin are nearly a must.

#### Beauty:

Special treatments including sustainable and organic products with Austrian origin are nearly a must.

#### Fitness:

Group sport activities become more attractive than being alone in the fitness center.

#### Nutrition:

I think detox is still an important factor to choose a certain wellness hotel.

#### Wellness Tourism:

Because of lack of time and maybe also because of troubles which are going on around the world, a lot of Austrian people stay in their home country.

#### Wellness Communities or Real Estate:

Best wellness hotels Austria.

**3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?**

We have cooperations like “Best wellness hotels Austria” which make it possible to market the wellness offers in Austria more easily. Because of our nature, the Alps and lakes, the wellness sector will grow and grow because nature becomes a more and more important part of wellness.

**4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?**

I think the biggest problem will be finding personnel. The tourism/wellness sector is still hard to work in. Working hours and the payment needs to be overthought.

**5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.**

For me wellness sounds more active like doing sports, hiking, swimming etc. and well-being is something which I do directly and only for me and my body like beauty treatments, eating and so on.

**SUBMITTED BY:**

Name: Christina Feilmayr  
Title: Student in Health management in tourism  
Company: FH Joanneum  
Email: christina.feilmayr@edu.fh-joanneum.at  
Phone Number: (+43) 6991 9066 469

**FH | JOANNEUM**  
University of Applied Sciences