



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?

Focusing on the most important treatments & execute them perfectly. Integrate your surrounding in the SPA-Program. No gimmicks – be honest and as near to nature as you can.

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:

Too much properties with low quality .

Beauty:

High quality & natural products – personalized services.

Fitness:

Tailored personal training will be a major TREND.

Nutrition:

Quality in food and beverages is the most important issue as well as a balanced nutrition plan. No more diets!

Wellness Tourism:

Nature and off-site places are more and more important.

Wellness Communities or Real Estate:

Silence and spin-off properties are the winners in the to what is upcoming times

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?

Countryside, Nature, Silence, SPIN OFF and Tirolean happiness. No fancy entertainment – but true hospitality.

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

Getting the right staff with the right attitude ! Finally it’s all about the people living the philosophy.

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.

“Well being” is about the entire concept you create to feel well – “Wellness” is the classical wording for SPA & Beauty treatments.

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