



# 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?**

Many spa hotels offer a big portfolio but it is difficult to offer high quality when you have a broad selection of treatments. By focusing on more specific treatments it allows ordinary wellness to move into profound wellbeing.

### **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:**

To become a specialist in one specific area.

#### **Beauty:**

Major developments in Austria are the anti-aging trend and naturopathic, high-tech cosmetics.

#### **Fitness:**

Developing lots of outside programmes that take place within nature or the surroundings that you are actually based.

#### **Nutrition:**

Healthy cooking - using regional, seasonal produce. As well as the ever popular move to a vegetarian or vegan diet.

#### **Wellness Tourism:**

To improve or maintain health and quality of life while focusing on prevention. There is also a focus on diagnosing and creating programmes or treatments for existing conditions.

**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?**

Austria is in the heart of Europe and is a renowned destination for medical tourism. Doctors from Austria have an international reputation. The country represents our good nature and the quality of services.

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

To offer quality over quantity and to make sure you work on your specific strategy and not just go with the latest trends. It is important to hire highly experienced staff and further train and develop their skills according to your method or 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.**

Wellness refers to the physical health and can also be pampering whereas wellbeing refers to the quality of life and long lasting results.

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