



# 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?**

Wellness in Austria has become an important topic in the collective society and this means the topic wellness can be handled on different levels.

Also the subject social wellness (wellness holidays with female friends, men's-retreat) will be even more present.

The uptrend is apparent and we can see that comprehensive health care concepts do increase. (Body - Soul - Spirit ). In this aspect topics about "mindfulness" and "healthy sleeping" have to be emphasized.

### **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:**

We need to provide reasonable and sustainable offers and concepts which should always be light and easy and full of pleasure.

#### **Beauty:**

Our aim is a meaningful combination between apparative cosmetology and "hands on" effects but also we need to make sure that there is no shortage on pleasure.

#### **Fitness:**

The use of fitness-wearables and fitness-apps will be essential in the nearer future and will be developed further on.

#### **Nutrition:**

More important than ever will be the use of regional, seasonal and healthy food products in the hotel-kitchens. Food supplements with natural ingredients will be even more present.

### **Wellness Tourism:**

The consumers in Austria are spoiled when it comes to wellness – meaning the level is a very important factor and must be preserved no matter what. In addition, we need to react to the overnight stays which are becoming shorter and shorter.

### **Wellness Communities or Real Estate:**

It's about time to give higher priority to sustainability when building a new wellness facility or wellness hotel. In order to be up to date we should think about offering full serviced apartments combined with wellness-zones (pool, massage-, fitness-area)

### **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?**

In Austria the wellness tourism is to be found in the 4\* and 5\* hotel industry.

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

It is essential to understand the different needs and requirements of our consumers. Due to the fact that nowadays wellness retreats are interesting for different target groups the offers have to be more focused and refined wellness holidays.

### **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.**

In my opinion these differences are hardly or almost non-existent. Wellbeing is rather perceived as a part of wellness.

In Austria wellness is primarily seen as health prevention mainly through passive treatments as well as pampering treatments and stays in Wellness-Hotels, Thermal baths and Day-Spa's.

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