

AFRICA: EGYPT

1. What is the latest spa and wellness news in your country?

Egypt ranks fourth among the top wellness tourism countries.

2. The industry is buzzing about wellness technologies. How do you see spa and wellness establishments in your country using wellness technologies now and in the future?

Spa and wellness establishments will introduce wireless spa destinations, wellness gadgets, fitness games and an increased access to spa menus and bookings via mobile phone apps. Moreover, spas will embrace hi-tech frequency and vibration techniques.

3. What is happening in your country in terms of wellness tourism?

Wellness tourism is almost non-existent. A rising number of hotel brands are expected to fully integrate their wellness approach. Many already offer fitness rooms and spa treatments, but we will soon see hotels that seek to draw customers solely with wellness offerings.

4. Please provide one sentence that best describes the latest developments in your country for each of these categories:

Hotel spas: Aromatherapy plays a role in pain treatment, mood enhancement, improvement of cognitive function and sleep therapy.

Destination spas: Spas are looking beyond traditional pampering towards technology, swimming pools, spa suites, post-relaxation decks, safari activities and Arabian (Egyptian) nights — all designed to make spa synonymous with luxury.

Hot springs spas: Bathing in hot springs within a therapeutic spa experience is a burgeoning trend in 2014, especially in desert areas like Siwa or Sahl Hasheesh.

Wellness living communities: Spas will soon become family and couples vacation destinations, along with destination wellness centers including fitness centers.

Corporate or employee wellness programs: Employees are offered health insurance within the private sector only.

5. Fast-forward five years and tell us what you think the spa and wellness industry in your country will look like.

I see a spa and wellness industry using natural products, minimizing energy consumption and looking at alternative ways to reduce pollution through the use of solar energy, recycling, homegrown organic food and other green initiatives.

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