

# EUROPE: FRANCE

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

As president for the past two years of the “WELLNESS TOURISM COMMISSION” NF ST02, led by the AFNOR Organization I am pleased to share with you the press release announcing the “Standards for a Wellness Spa in France” (February 8th, 2014). This is the first standard for wellness spas in France, after three years of negotiations and work.

### About AFNOR

The AFNOR association and its affiliates form an international public interest group focused on promoting public interest concerns and better economic growth. AFNOR designs and deploys standards-driven solutions to drive progress and build trust. The association performs its public-interest missions within the framework of a government decree to lead and coordinate the French standardization system, to defend French positions in European (CEN) and international (ISO) standardization agencies, and to draft and publish French standards. The AFNOR affiliates — assessment, certification and training services and international network — operate in highly competitive marketplaces and lead their business by demonstrating the most stringent compliance with the governing market rules. Olivier Peyrat is currently AFNOR Group CEO. Find out more at <http://www.afnor.org>

### What is a standard?

A standard is an AFNOR-published reference document produced on demand and published by AFNOR with active input from a federative community of representative stakeholders (industry leaders, consumer groups, associations, unions, local authorities, and more). Through this iterative co-development process, a standard gives a set of core principles and key requirements on a process activity or performance outcomes. At the close of 2013, there were 33,399 voluntary standards on catalogue, of which 1% have been made

compulsory regulatory standards. The voluntary standards live and breathe: they get systematically revised at least every 5 years to keep them fresh, and it is the users involved who decide to continue, update or cancel the version. In 2013, 2,194 new standards were published, of which 1,250 were new updated versions. 1936 standards have been withdrawn from the collection.

The focus of the standard is: “Design a spa operation, range of wellness and/or beauty care treatments, and personnel competencies”

It provides recommendations on facility layout, ideal surface area, facility inspection-maintenance-hygiene, and water treatment solutions, but also on the sensory ambience, cosmetics products and product storage conditions, and on the management of consumables and laundry so critical to any spa business...

Personnel training is also tackled. Health spa care delivery practitioners shall be required to hold a State-issue diploma in aesthetics or kinesiotherapy and/or an RNCP\*-accredited title.

## **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?**

Yes definitely, with Accor, we are working on pilot solutions to roll-out in the near future.

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

Atout France organization (affiliate to the Ministry of Tourism) created (4 years ago) a wellness cluster with 20 professionals representing, spas, sea water spas, and thermal spas, in order to promote France as a wellness destination. We do have diversified wellness offerings in France.

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

We will go back to basics, eat well, sleep well, and have a preventive approach when it comes to wellness. It will not be a trend anymore and just a way of life. At the same time quantified tools will help us stay connected with our body and get a better knowledge about our lifestyle. We will be in control and responsible people.

**SUBMITTED BY:**

**Aldina Duarte-Ramos**  
**Director, Global Well-Being Product**  
**Luxury & Upscale Brands - Accor Hotels**  
**aldina.duarte-ramos@accor.com**  
**+33 1 4538 1922**  
**www.accor.com**

