



Industry Briefing Papers 2016

EUROPE: FRANCE

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Hotel groups or other groups (Pacha, ...) are investing in Europe in hotel, resorts with spa/wellness concept or retreat. They all want to offer an innovative concept, a life style that will be the next trend: "jet set" life style, "health" orientated life style, advance esthetic surgery journey The combination of all... But with one goal: to find a way to live new experiences.

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:

Seen as a global wellness retreat that combines food, quality of sleep, body and mind exercises, and beauty service where detox is the main objective.

Beauty:

Efficiency is the key word for all skincare brands regardless if they are natural or cosmeceutical.

Fitness:

Running is huge now! 8 Million runners in France which is 40% more than 10 years before. Running is trendy because it can be done anywhere with almost nothing. Almost nothing because fashion and high technology (connected objects) are more and more part of this sport.

Nutrition:

Gluten free, lactose free, detox program are still growing, but also "cosmetofood" and food supplements/ beauty drinks.

Wellness Communities or Real Estate:

Under development in France unlike in the US where healing retreats are popular since a decade

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?

The French art or tradition of welcoming guests, the sophistication in the cosmetic industry: The French touch!

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

To attract the worldwide clientele that use to come to France before the terrorist attacks. Long term: The cost of labor and working regulations: special agreement must be received to be able to be open on Sundays

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 is the consequence of the well-being habits of each of us

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