



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?

INVEST IN HIS HEALTH CAPITAL

Because anticipation means ensuring a durable health capital and because prevention equates to gently encouraging healthy behaviour, global health is an approach based on awareness of the impact that lifestyle and environment have on the body. With this in mind, Alliance Pornic has forged a concept based on the fundamental principles of thalassotherapy and a combination of new technologies with age-old therapies that provides a global approach to good health. Last year saw the creation of the Health Capital Space, equipped with tools offering additional tests, diagnosis and treatment devices, available à la carte or as part of treatment packages: Cryotherapy, PhysioScan, Infrared sauna and, since the beginning of 2016, the OligoScan.

Alliance Pornic's new treatment programme, Premium Health Capital, is a global experience for both body and mind based on 4 fundamentals: taking stock of your own health resources, nutrition, physical activity and the biology of sleep.

HIGH-TECH & WELLBEING

Thalasso in cryotherapy mode

Whole Body Cryotherapy (WBC) was developed in the 1970s in Japan for therapeutic purposes prior to becoming widely used by top sportsmen and women to boost performance preparation and recovery after an effort or injury. Alliance Pornic was the first centre to be equipped and by doing so created a Health Capital Space (See ESM 42), then Thermes Marins de Monte-Carlo also acquired this technology. In 2016, the thalassotherapy centres in Cabourg and Arcachon in the Thalazur Group, the thalassotherapy centre Dinard Thalassa Sea & Spa, the Sofitel Biarritz Thalasso Sea & Spa and the Sofitel Quiberon Thalasso Sea & Spa (Accor Group) will be enhancing their offering with Whole Body Cryotherapy. But other thalassotherapy centres and thermal spas are, at the time of writing, poised to sign up.

Stress management with cardiac coherence

The principle: Based on neuroscience, cardiac coherence is a stress prevention and management technique that also has a balancing effect on our emotions. It involves learning to become aware of a “resonance-balance” between the heart and breath.

Where: The Vichy Célestins Spa Hotel has equipped itself with the interactive cardiac coherence technology Symbiofi, validated by the Lille University Hospital. This new technique has been integrated in the treatment programmes Body-Mind Serenity, Anti-Stress and Burnout and Digital Detox.

The session: Comfortably seated in front of the device’s screen, miniaturized analysis sensors record the cardiac system. This method restores physiological homeostasis by synchronizing the heart rate with respiration. This reverses the effects of stress that, when it becomes chronic, creates physiological disorders, burnout and leads to illness.

In the arms of Morpheus with dodow

The principle: Elegantly designed like a large white pebble and equipped with three blue LED lights, Dodow helps synchronize your breathing with the rhythm of the lights.

Where: The Dodow is available in all thalassotherapy centres belonging to the Thalassa Sea & Spa group. It is particularly used in the Sleep and Anti-Stress treatment programmes at the Dinard Thalassa Sea & Spa.

The session: With the Dodow, your breathing pattern becomes progressively more regular, with each exhalation longer than the inspiration, resulting in a feeling of fatigue. Respiration is the only part of the autonomous nervous system that we can control consciously. A regular rhythm of 6 breaths per minute maintained over a sufficient amount of time activates the baroreflex, a physiological mechanism that rebalances the autonomous nervous system, where the underlying cause of insomnia is to be found.

Vibrational therapy with the ondorelax

The principle: A water mattress that delivers a therapeutic massage to the back of the body using vibrational therapy. The body completely lets go and the treatment is deeply relaxing.

Where: At the Thermes Marins de Saint-Malo

The session: Based on ultra-performance technology, the Ondorelax mattress is equipped with a dome that enables it to be combined with complementary therapies such as music therapy and chromotherapy.

Quantum therapy with the Physioscan

The principle: This “global health assessment” technology is the most advanced yet. A check-up and energetic treatment based on bioresonance therapy that targets stress at its source and eliminates a great part of it through “metatherapy” and the “tuning” of cells to a frequency that is optimal for their functions.

Where: At Alliance Pornic where PhysioScan sessions are offered in its new centre, the Health Capital Space.

The session: With this device, it is possible to listen to the frequencies emitted by each cell, tissue or organ and detect dysfunctions. Non-invasive, the PhysioScan delivers a fast and highly precise energetic assessment of the different systems that are determining for an individual’s balance.

Connected treatment programmes with the fitbit bracelet

The principle: The Fitbit bracelet is a connected object, a veritable physical and chronological assistant that gathers biometric and physiological data on a daily basis.

Where: With the new concept Connection Thalasso at the Thalasso Serge Blanco, clients wear a Fitbit bracelet that enables their evolution to be closely followed throughout their treatment programme. This concept is included in the Slimming, Detox and Body Awareness programmes.

The session: Available for consultation on a computer or smartphone, after analysis, the gathered data provides all the necessary information for a tailored experience.

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: The return to simplicity and authenticity is surely the strongest trend for 2016 in France: Spa menu get shorter and turned to local specificities both in terms of skills and use of local resource.

Beauty: Cosmetique devices + cosmeceutiques rise

Fitness: Coaching + connected fitness

Nutrition: Local & seasonal food: regime is has been but balance

Wellness Tourism: Healthy cure et preventive health

Wellness Communities or Real Estate: Opened in December 2015, Six Senses Residences, the renowned hotel and Spa group's first residential project in Europe, is located in the heart of the world-famous ski resort, Courchevel in France.

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?

France is the 2nd wellness destination in the world after Germany. Its popularity is explained by the country's expertise in water-based health care and the characteristic therapies developed from its 3 types of water: thalassotherapy with sea water, thermal therapy with its various hot springs and, of course, the spa industry that has been constantly developing since 2002.

Another strong point is France's high level of expertise and renown, again worldwide, in cosmetics. L'Oréal, the world's beauty industry leader, is present in 130 countries over five continents. French brands embody luxury and expertise. They are just as popular with the general public as they are with professional networks. Real success stories are taking place in the French wellness industry: Cinq Mondes, Biologique Recherche, Thémaé, Phytomer, Carita, Decléor, Thalgo, Payot, Anne Sémonin, etc.

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

The French Government has launched the France Développement Tourisme platform in order to achieve the objective of attracting 100 million foreign tourists to France in 2020. The platform will unlock €1bn to improve hotel infrastructure, modernise tourism facilities (marinas, spas and hydrotherapy, exhibition centres, etc.) and support SMEs in the industry.

A project for a new thermal resort in Châtel-Guyon was officially launched on 18 July. The resort is made up of a new-generation thermal establishment, a 4-star tourist residence, a restaurant, and a service residence for independent senior citizens that is unique in France. It will open in 2018 in Châtel-Guyon spa park. Caisse des Dépôts will provide 42% of equity capital needed for the property operation. It will be a minority co-investor in the joint-venture firm France Thermes Immobilier SAS, which is tasked with constructing and bearing the property side of the project. The total investment will be one of the most significant made over the last few years by a private group in the French balneology sector. This investment is part of the France Développement Tourisme platform to support the development of balneology. It's the most relevant challenge for wellness tourism in France.

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 embodies an art of living that gathers together several sectors: the word has a general and all-encompassing meaning.

Wellbeing is more focused on the individual and his/her wellness needs. The individual draws from wellness what is needed to attain wellbeing.

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