



## Europe: Germany

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WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

One of the most noticeable changes is the growing focus on quality and image. Clients want to do their part for a more green and sustainable environment, using the highest quality in their projects. At the same time the image benefits from that approach. It's a kind of social commitment to work with sustainable, green, and environmentally friendly materials in order to push your own positioning and marketing position forward. The need for a trustful partner and perfect concepts, which they don't have, are crucial to stick out of the crowd and be authentic.

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS AREA?

Investments in the commercial area are considering more a long-lasting character focusing on perfect, stable, and sustainable concepts. Another huge potential market for investments is the private health and prevention side. Although people are aware of the growing importance on health and prevention, investments lag behind. That will change noticeably in the next few years. At the same time different governmental social programs are in discussion, developing manageable cooperation activities with the private industry. It's clear that the spa and wellness industry would benefit from these consequences, offering customized solutions with good quality, timeless concepts and a clear focus on health and beauty.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

There is a need for more private places with ample space, away from the crowd consumption to get back to individual enjoyment in a generous special setup. Customers are striving for more unforgettable moments to relax and to come down, focusing clearly on prevention. Due to lacking time and resources people want to relax and do something for their health status at the same time – experiencing a real added value.

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