

Europe: Germany

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

People are stressed out. Burnout is one of the top diseases nowadays. Many of our clients use the personal consultancy we offer on our website. The requests are very diverse. However, it is obvious that people are not only looking for a pampering spa experience but have health issues that they want to take care of, so they choose the competence of holistic health resorts. Also, many people become very open with their quest for growth in a spiritual sense.

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

Health Resorts!

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

Wellness in Germany is not a niche market anymore but well established. 9 out of 10 people visit a day spas or thermal baths several times a year. Detox programs are in strong demand. For 30% of the people taking wellness vacations, the offering of mental programs is very important. 15% of those see yoga as the best way to relax mentally.

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