



EUROPE: GERMANY

Top Spa Trends for 2012

It's All About the Food

Food has been proven to be a fantastic source of healing, and spas have really taken notice and upped their game in this department. In the UK, there has been a massive rise in awareness about how food can heal you. TV programs like 'The Food Hospital' on Channel 4 are showing the nation how it can cure common ailments just through a change in diet and lifestyle. All of our spas now offer delicious and healthy food that can help restore and replenish the body. Many go one step further, with qualified nutritionists on staff, explaining the hows and whys of food being able to improve the skin and organ functions, plus they teach how to recreate spa menus at home.

Legitimizing Wellness

It looks like the world of western medicine is finally catching up with many wellness principles of Eastern philosophies, and doctors who are more open to integrative medicine are busy gathering scientific data to prove their claims. Check out www.spaevidence.com where results of studies have been posted. Financial pressures always drive change and preventative health is front of mind as the National Health Service looks to cut costs by prescribing therapies such as meditation for mental health problems and acupuncture for insomnia to back pain. The world's best spas are ahead of the game with experienced practitioners offering a wide range of therapies as part of their wellness programs.

Spa and Local Culture

Mixing up a bit of local discovery with deliciously relaxing treatments is the way forward. Why travel to a beautiful unique destination and not sample the delights of the local culture? There is a real trend towards holistic holidays that embrace indigenous treatments from the surrounding area and also include authentic excursions to delve under the skin of the destination. Delights include local walks that end up in waterfall swims, sampling organic produce on farms and adding a bit of culture to complete a well-rounded wellness experience!

Sleep Tight

Sleep is stepping into the spotlight thanks to research on how depriving yourself of sleep can not only affect your mood but can also lead to other health problems down the line. Sleep is highly restorative, but it can be difficult in our busy lives to catch enough 'zzzz's' to keep feeling in fine fettle. We'll see more and more spas devising programs that cater for the stressed-out and sleep-deprived as it becomes a greater need in our modern world.

Education, Education, Education

Pampering simply isn't enough for spa aficionados these days. People want to learn about how their wellness experience benefits them and what tools they can take home with them to apply in their day-to-day lives. It ties in with the trend of discovering why certain treatments make us feel good from a scientific point of view. Spas are more geared up than ever before to impart their wellness wisdom to their guests through expanded activity schedules including lectures and wellness techniques. Classes often take a wonderfully interactive approach, so you can practice what they preach.

A Value Proposition

There is no denying the amount of economic uncertainty rife in today's world. 'Trying economic times' are buzzwords on every politician's lips. What we've found is that people are shunning the glitz and swank of luxurious spas in favor of a more authentic experience that caters towards true wellness. The spa-going population is now even more sophisticated and focused more on value rather than the cheapest price. People are discovering that the cheapest spa will not necessarily bring them a return on investment in terms of measurable health benefits and long-lasting results.

Healthy Aging

This continues to be a strong trend in 2012. The focus isn't about reducing wrinkles but about disease prevention and health enhancement. We like the idea that "it's not the years in your life, but the life in your years that count." Personal medical evaluations are followed by personalized health plans that include treatments, education and activities that will help achieve optimum health and boost vitality. Keeping an active mind is a key part of this trend, so activities like meditation and puzzles that keep the brain alert are recommended. People are also turning to more natural skin-care solutions and again nutritious food to keep their outer body a beautiful reflection of inner health.

SUBMITTED BY

Anne Biging
Managing Director
Healing Hotels of the World
Germany
E: anne.biging@healing-hotels.com
W: www.healing-hotels.com

