

EUROPE: GERMANY

1. What is currently making news in your country when it comes to wellness or wellbeing?

The common trend of “self-optimization” has a certain impact on the wellness sector. Programs and treatments that make you look better, feel better, live healthier and increase your overall wellbeing as well as your performance in your job are favored by customers.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: Spa is going back to the roots. Authenticity and regional aspects are the key words in almost every new development.

Wellness Tourism: The internationally recognized expertise of medical staff let Germany be one of the key destinations for health seeking clients in the future.

Wellness Living Communities/Real Estate: The concept of “Wellness Living Communities” is still widely unknown in Germany. However, discussions at conferences and blog entries indicate that this might be an upcoming issue.

Beauty: Technology seems to be gaining ground again. Customers are expecting “instant and visible effects”.

Fitness: Fitness is becoming ever more both social and virtual. Online exercises are on the rise. Wearables and the corresponding apps are widely spread among fitness enthusiasts.

Nutrition: Nutrition is more than ever a hot topic in German society. Genetically modified food and the wheelings and dealings of the big food trusts are questioned critically. Organic food and the benefits of a balanced and healthy nutrition are becoming more and more crucial aspects of Wellness.

3. How would you describe the state of workplace wellness in your country?

Workplace wellness is an issue since about three years now. Wellness Hotels, Fitness & Health Clubs and Physiotherapy Practices are offering corporate health management programmes that may take place onsite or off site. As always, Germany is very structured, organised and regulated in developing these offerings.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

Investors and operators are more conscious about profitability and return on invest. However, there are still new projects being planned and built. Wellness facilities are vital assets in every new hotel or resort. Even the public sector (like municipal bathes etc.) are thinking about enhancing or amplifying their offerings towards wellness.

5. Whose responsibility is it to create a well world?

First there should be a definition of a “well world”. It might include ideas of how to build wellness enhancing houses or buildings. Wellness hotels could / should pioneer in this. But also public buildings should be refurbished according to well building standards.

Wellness providers (Spas, Hotels, and even Hospitals) should start promoting Wellness to the public. The Global Wellness Day is a fantastic opportunity to do so. Gharieni is supporting the Global Wellness Day as an Ambassador in Germany. This commitment is amongst other activities our contribution to building a well world.

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