



Industry Briefing Papers 2016

EUROPE: GERMANY

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

This year was an exciting year for wellness in Germany. A trend analysis found that people still try look for opportunities to escape their hectic everyday life. To relax and focus on your personal wellbeing, wellness vacations are still the preferred option, whereas beauty care comes in second. When looking for the perfect time-out the credibility of the product and the service plays the most important role. Mindfulness, as the ability to focus on your personal wellbeing without urging it remains to be the key in wellness for more than four years.

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:

Against all odds the hoteliers of the wellness hotels keep on developing and building spas - investments into spa areas still become bigger, more modern and include more extras.

Beauty:

HIGH TECH & HIGH TOUCH People are adapting their needs for beauty products on a daily basis- one day they use natural sustainable products, whereas on the other day they want to have a high technical treatment with instant effects.

Fitness:

Currently, there are three main trends in Germany. People tend to exercise outside, including sports like hiking and biking. Additionally, there is the trend of Self-Tracking through wearables. This helps users to constantly screen and evaluate the functions of the own body to optimize them. Regarding wellness hotels, the users of these Self-Tracking movements want to get a tailored advice in the wellness hotels to bring out the best of them.

Nutrition:

Using sustainable and regional products is, like in most developed countries nowadays, one of the most important trends in Germany. Further, people like to try

different types of nutrition - eating vegan for a certain timeframe is only one the many examples to give.

Wellness Tourism:

Usually wellness vacations are planned as a second holiday, next to the main holidays. The duration of a wellness holiday most often varies between two to three days and tourists want to stay in a radius of 200 to 300km to their hometown. While being on a wellness holiday the customer mainly focuses on three aspects: First, they want use their time to relax and rest. Second, they aim to do something for themselves, and third they want to spend time with their beloved ones. In addition, customer needs may vary heavily during their holiday: Some want to focus on Social Wellness, while others prefer Medical Wellness | Healing aspects or slowing down.

Wellness Communities or Real Estate:

Wellness Communities or Real Estates are not yet considered to be important topics in Germany.

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?

Sebastian Kneipp’s concept of a holistic lifestyle attracted a lot of attention and has a severe impact on the global wellness economy. Kneipp got sick from tuberculosis. The prognosis made him try water treatments, which supported his complete recovery within two years. On this basis he developed a natural healing method that is known as a healing and life concept until today. Associated with the traditional European medicine (TEM) the concept of Kneipp builds up on the five natural elements water, movement, order of life, diet and remedies and is well-known in many countries.

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

The biggest challenge for the wellness sector (in Germany) is to present this topic in a serious and credible manner. Wellness as a holistic lifestyle is much more than “just relaxing or doing something to feel good”. It is about taking care of yourself with the overall goal to pursue a healthy lifestyle. To achieve the goal of being taken seriously, it is of utmost importance for the wellness hotels to stay informed about the latest trends and coach their staff on a regular basis to keep them on the most up-to-date level in the world of wellness development. Besides, the industry as a whole, including every hotel, has to constantly adapt and develop according to the latest industry standards to attract customers and being perceived as a remarkable and worthwhile experience.

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.

In Germany "well-being" is a short-time period of feeling good, relaxed or pampered. It can comprise a small moment or a period in life. Being well is a transitory feeling and only perceived on a superficial level. One can understand "well-being" as the first stage of wellness. The term wellness as the second stage describes a long-lasting life-concept with the aim of constantly working on enhancing the overall well-being. The goal of Wellness is to implement a healthy work-life-balance, a high self-competence (or self-confidence) and the willingness to keep on learning and working on oneself. Invigorating, good

For us the best definition of Wellness:

"Wellness is partly a lifestyle and on the other hand an attitude towards life and beyond a philosophy of life. Wellness means to be aware of your inner self and to aim for personal excellence. Wellness is based on having a clear sense of responsibility for our health as well as our quality of life in general. Wellness includes physical, psychological and mental aspects of our existence. A wellness lifestyle is a kind of hedonism. If this is developed and improved with awareness through new experiences, new knowledge and changing conditions, then new perspectives open up in a dramatic way for a good and fulfilling life. This includes personal achievement in areas like fitness, time and stress management and self-esteem as well as a constructive awareness of your inner self. Wellness requires a never ending curiosity for new goals, values and the meaning of life."

Dr. Donald Ardell - founder of the wellness movement in the US.

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