



# Industry Briefing Papers 2016

## EUROPE: GREECE

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

Top Greek hotels are following the global wellness trends by introducing new concepts and using holistic approach in their programs. Elounda SixSenses SPA with their wellness programs and preventive check-up, Amanzoe wellness experiences and guest therapists, Grand Resort Lagonissi with Chenot Method, Costa Navarino, Divani Apollon Thalasso in Athens are industry leaders in Greece.

Opened in May 2017, Miraggio Thermal Spa Resort is a brand new addition to Greek luxury hospitality sector. Miraggio proudly presents the only hydrotherapeutic centre in the world combining the ancient Greek art of water-healing with state of the art facilities. We are offering a holistic approach to wellness, which includes tailored programs for all ages.

### 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:** Are trying to develop more advanced programs that bring results.

**Beauty:** Introducing medical treatments in the hotels.

**Fitness:** Bringing classes outdoors, developing trekking and cycling routes, organising retreats.

**Nutrition:** Greeks love experimenting with ingredients and new recipes and you can now find healthy corners in many hotels.

**Wellness Tourism:** Many hotel owners are thinking in this direction, trying to find the right model, which is not easy.

**Wellness Communities or Real Estate:** Not much is going on in this area, but introducing wellness rooms is one of the trends.

**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?**

Greece has always been associated with laid back and relaxed style of living and vacationing. It has a lot of potential in terms of wellness, but I am not sure it has contributed anything significant to the global wellness economy yet apart from its natural beauty, organic food and ancient healing methods.

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

We live in one of the most beautiful places on this planet with perfect climate, a land where growing healthy food, breathtaking views, remarkable places on land and in the islands. One of the biggest challenges is to take advantage of the above by changing our way of thinking in a more creative way to develop the infrastructure and provide our product in a more efficient way. I believe that the crisis the last 6 years worked in that way and citizens and politicians will work to overcome stereotypes and do radical changes to support private investment and creativity. The potential to grow the wellness tourism in Greece is very big, as the “ingredients” are present. What we need is to match them in a more efficient way.

Despite its huge potential Greece is not using and promoting its natural resources enough to become an important player in the global wellness industry. In local mentality wellness is still just a nice word and most of the population does not buy into the concept. There is general lack of infrastructure and investment in this sector.

**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.**

I think that Greek people are generally very happy with their well-being. They are spoiled in a good way by the Mediterranean climate, natural beauty of the country and healthy eating choices if you care about what you eat. In terms of wellness, they are definitely far behind. Whenever I see people running in the morning, or having a stretch outside or enjoying their sunset yoga poses, in 90 percent of cases they will be foreigners.

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