



# Industry Briefing Papers 2016

## EUROPE: ITALY

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

As a small pioneering enterprise in organic cosmetics, our knowledge of the market is of course limited. We are mainly concentrating on the Alpine region and which cannot be representative of Italy as a whole.

We observe a great desire for sensible and sustainable consumption not only for wellness products and treatments but in all market segments. Solution-oriented offers in specialized establishments and sophisticated concepts that guide the entire enterprise and can be comprehended by the customer are certainly the big winners on the market. Well implemented, unique and authentic offers are being increasingly sought by international and regional guests.

Generally, one can observe a strong tendency towards regional, Europe-focused tourism as more and more destinations are being considered insecure.

Another important point is the sanitary relevance of individual offers that reaches far beyond merely cosmetic aspects.

### **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:**

A clear reduction and condensation of the offer matching the positioning of the hotel.

#### **Beauty:**

Organic cosmetics are still trending and are considered a growth market especially for big enterprises.

#### **Fitness:**

A strong focus on summer outdoor activities in order to convert seasonal structures into whole-year ventures.

**Nutrition:**

Nutrition concepts are being increasingly linked with the over-all offer of a hotel. Organic, sustainable, healthy – regional, high-quality, varied.

**Wellness Tourism:**

Increased emergence of regional guests. Constant demand for holistic offers.

**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?**

Functional (result-driven) wellness was born in the Alps, particularly in Austria.

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

The rotation of employees and their training are big challenges and therefore constitute the biggest risk in guaranteeing continuity in the implementation of well-defined hotel concepts.

**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.**

Well-being – from the Italian ben-essere – is a far more comprehensive concept than wellness. In contrast to the typically passive enjoyment, we conceive well-being as a holistic, location-independent lifestyle. In our case this means a combination of Mediterranean serenity and Alpine clarity. The perfect synergy and a holistic answer.

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