



EUROPE: LATVIA

What is making news in your country when it comes to spa and wellness?

The re-creation of the Kemeris sanatorium, launching the first international brand as Kempinski.

What is happening in your country when it comes to wellness tourism and/or medical tourism?

The formation of the wellness cluster.

Please give us one sentence to describe the latest developments in your country for each of these spa categories:

What is happening with hotel spas?

More and more hotels are offering spa services of some sort.

What is happening with destination spas?

It is becoming increasingly more popular to attend a long stay cure program for diagnostics, treatment and a personal health plan.

What is happening with hot springs spas?

Sanatoriums are being revamped and are in demand.

What has been the general attitude about investing in the spa/wellness arena in 2013?

The comfort zone in investing is expanding; more salons are opening and offering massage services; investment in spa hotels is increasing.

Looking back at the past four decades of spa and wellness, what would you consider “a defining moment?”

Defining moment: “Traditional cure programs withstood the test of time, after the economic crisis, and continue to be in demand.

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