

ASIA: LEBANON

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

Lebanon is a beautiful country, a popular tourist destination despite conflict in the region. It is renowned for its over-the-top night life, luxurious beach resorts and the exceptional ski season... Making news recently however, is the medical and Wellness tourism, especially from neighboring countries. Wellness centers are on the rise and retreat programs are increasingly more popular. There is greater awareness and demand for Wellness services and a bustle of health-oriented businesses.

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

Spas: Spas in Lebanon are now widening the spectrum of their services to include a heaving menu of options for Wellness seekers.

Wellness Tourism: Wellness tourism as mentioned earlier is on the rise, with resorts, hotels, and centers offering retreats, detox programs, yoga & meditation events and more...

Real Estate: Real estate is a busy sector in Lebanon and many projects have now been focusing on energy-efficient compounds, with large green spaces, gyms, sports facilities and spas.

Beauty: The beauty sector in Lebanon is renowned across the Arab world. It is integrating into the Wellness centers (or the other way around) and making some attempts to shift towards more natural products.

Fitness: Yoga, Pilates, Tai Chi and new disciplines such as Nia are forming a relatively large fraction of the Fitness sector in Lebanon and with increasing popularity...

Nutrition: In nutrition, we are seeing much interest in juicing, organic and clean eating and many small businesses and centers catering to this demand.

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

Lebanon is beginning to catch up on workplace wellness and its endless benefits towards team building, higher productivity and a more positive atmosphere in the workplace.

Recently, EddéSands has received various requests for groups from banks and diverse companies to spend half days on wellness journeys including spa treatments, wellness meals, activities such as Yoga or AquaFitness and even lifestyle workshops on subjects such as stress management, proper posture in the office, breathing techniques, etc... Alternatively, when they book our conference venues, the “Wellness coffee break” and the Wellness lunch are increasingly favored over other options.

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

Taking into account the region of North Lebanon alone, the year 2015 has witnessed the inauguration of many spas, massage centers and massage sections in beauty salons. Yoga and Pilates centers are also on the rise, as well as life coaching and alternative medicine clinics. This is due to higher demand among the exceedingly stressed Lebanese public due to economic and political struggles in our society.

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

To begin the process of creating a well world, governments are the first to be held responsible for raising awareness starting with awareness campaigns for the public and in school programs, controlling product information and imposing fines for any form of pollution and false marketing of wellness foods and products, and finally creating financing possibilities with low interest rates for all Wellness related businesses. Following governments are companies who should implement workplace wellness, and provide educational workshops for their staff. Finally, wellness-related businesses should provide services to their best capacity.

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