



Industry Briefing Papers 2016

EUROPE: POLAND

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

More and more people are consciously looking for peace, harmony and contact with nature. They desire places where they can deal with stress and take care of their health, learn about well-balanced nutrition and match physical activities for themselves. Wellness travels are becoming a part of preventive healthcare.

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:

The amount of conscious SPA customers is increasing and people are using SPA as an investment in their health.

Beauty:

With the growing wealth status of Poles we can see the increase of interest in esthetic medicine (+15% y/y).

Fitness:

The boom of common sport practice is seen for couple of last years. Mainly jogging and bike riding but on the other hand also gyms are having second-life. Gyms are introducing cross-fit and kettlebells activities. Yoga classes are also becoming very popular.

Nutrition:

Healthy and hand-made are on top. Consumers carefully reading product labels, very conscious about food allergies and intolerances. Increasing interest in Detox, slimming holidays, gluten free diet and vegan.

Wellness Tourism:

Wellness Tourism is becoming family affair and treated as an investment in holistic healthy living.

Wellness Communities or Real Estate:

Increasing number of housing estate (mainly new projects in top locations in big cities and holidays destinations) with swimming pools and gyms included. Developers are seeking for places with green surroundings, pollution-free air and quiet.

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?

We have 45 government certified SPA cities with specific climate, nature values and quite long tradition. Balneology and physical medicine are most recognized in Poland.

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

The biggest challenge is paying attention to the highest quality of wellness services and becoming confident and professional partners abroad.

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 is a state, Wellness - part of the way to achieve it. Well-being depends on health, happiness, harmony and relations. Both words are rarely used in polish and moreover are difficult to translate so that everyone can understand. The same problem with terms: Corporate Wellness, SPA, SPA cities, detox, holistic.

SUBMITTED BY:

Name: Agnieszka Trafas
Title: Owner
Company: Hotel Wellness ProVita
Email: a.trafas@hotelprovita.pl
Phone Number: +48 694 460 985

Name: Adam Hok
Title: General Manager
Company: Hotel Wellness ProVita
Email: a.hok@hotelprovita.pl
Phone Number: +48 698 610 909

Name: Jolanta Sokolowska
Title: Sales & Marketing Manager
Company: Hotel Wellness ProVita
Email: j.sokolowska @hotelprovita.pl
Phone Number: +48 694 460 987

PROVITA
WELLNESS HOTEL