

ASIA: SAUDI ARABIA

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

There is quite a rise in healthy lifestyle promotions amongst young adults, along with several campaigns against junk food. It is moving beyond a focus on individual behavior towards a wide range of social and environmental interventions.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following: Spas; Wellness Tourism; Wellness Living Communities/Real Estate; Beauty; Fitness; and Nutrition

City municipalities are building more walkways for the public and open air workout equipment. A leading fitness brand is expanding into more than 100 locations this year to meet the growing demand.

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

More companies are adapting health education programs for employees, in-office exercise rooms, and competition in local marathons. Standing office desk is becoming a trend in startups and large corporations alike. Preventive care is also a focus this year and widely practiced.

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

With government regulations remains strict with this sector, there is a level of reluctance to invest heavily. Enaya as a leader in this area is driving efforts with its recently launched beauty academy that aims to develop more professionals for this industry. This program should subsequently satisfy the government Saudization goals and create a large enough wave to showcase the viability of this sector to officials.

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

The responsibility starts from every individual within society who must lead a healthy lifestyle by example and influence his community to follow suit. This should create a ripple effect that impacts the whole world.

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