



Industry Briefing Papers 2016

ASIA: SAUDI ARABIA

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

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 is the most important development in your country for each of the following wellness sectors:

Spas:

Numerous hotel developments in the pipeline this year, which puts the spa scene on the rise in Saudi.

Beauty:

Consumers in the beauty sector are rapidly moving towards various new treatments like derma rollers, hyaluronic acid, vitamin E serum, Spirulina, etc.

Fitness:

City municipalities are building more walkways for the public and open air workout equipment.

Nutrition:

Kale, Chia seeds, Juicing and the likes of organic nutrition continues to be lifestyle necessities for more and more people. This growing demand triggered an influx of startup organic suppliers.

Wellness Tourism:

Jeddah with its exquisite coral reef is considered one of the world's top diving destinations along with several hot springs across the kingdom.

Wellness Communities or Real Estate:

This year, and through various events we're witnessing a rapidly growing community of the Arab Yoga Foundation!

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?

Saudi Arabia’s contribution comes in the spiritual dimension of wellness. The kingdom annually hosts close to 10 million visitors from all over the world who come to perform the religious rituals of Hajj and Umra.

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

Strict government regulations remain a challenge for the wellness industry here. Although, we stay hopeful with the new direction of the 2030 vision that was announced this year.

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.

The common understanding of wellbeing is in the physical health, while wellness is more holistic in the mind, body, and soul.

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