



## EUROPE: SWITZERLAND

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### What are the most significant global issues facing us today?

Economic instability in Europe and North America with a shift of economic power and growth to India and China; Widespread environmental deterioration; Political unrest particularly in the Middle East; Instant global communication linking individuals and stories across the globe.

### What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?

Some of the main innovations happening around the world are the move towards more real experiences. We are being exposed to reality television. This is still somewhat controlled but the general public is prone to be influenced by it. Advertising systems integrated in this medium are very powerful.

There is an increase in social media. We have instant receptors to people's voices making their actions and reactions faster. Despite the advantages and disadvantages, we have to learn to work with it; not using it is simply no longer an option.

The negative aspect of these developments is that we become overstimulated by media yet remain underdeveloped physically and spiritually. Our mental development is heavily influenced.

### What do you see as the main innovations in the spa/wellness industry (existing and future)?

The spa and wellness industry is moving towards creating better methods for its clients to compensate for the setbacks in their changing lifestyle. There is also a stronger move towards non-chemical and organic ingredients within more results-orientated systems. There is also an increasing focus on environmentally safe wellness and spa ideas.

### What do you see as the greatest opportunities/challenges for the global spa and wellness industry?

The greatest factor in the global spa and wellness industry is that it is here to stay. There continues to be enormous growth, research and development within the industry. Today society is more focused on the prevention of disease. Most people are prepared to invest in improving their quality of wellness as a whole.

### What are some practical ways for businesses to create a climate for creativity and innovation?

Partake in research, and listen to your clients' growing needs. Become involved in the industry and investigate new trends and statistics. Find the right concept, products and systems to satisfy your market. Target and expand on new markets as they grow. Remain current with the product. Have a close interaction with the staff who deliver your product and be open to feedback. Perhaps most important of all, live your wellness message so that you can address what can be improved on.

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