

EUROPE: SWITZERLAND

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

Sophisticated facilities architecture and state-of-the art technology in terms of treatments and medical influence. Guests visit spas in Switzerland for their contemporary design as much for the high quality of services and medical research. And let's not forget that the beauty of the nature surrounding most Swiss establishments still draws a lot of customers to Switzerland.

2. With the buzz about wellness technologies, how do you see spa and wellness establishments using wellness technologies in your country?

Not all spas are investing in new technologies. Clinique La Prairie is a pioneer in this field due to the fact that it has a full medical centre with 60 doctors. Thanks to newly available technologies, spa treatments can achieve more visible results quickly through non-invasive methods, but also help in the field of prevention. In the future, not only will new technologies further enhance a personalized spa experience, they will also create an engaging relationship with customers after their visit as well.

3. When it comes to wellness tourism, what is happening in your country?

Health and wellness tourism is one of the most profitable and dynamic elements in tourism in Switzerland. Consumers are searching for a more traditional approach to wellness, with proven medical influence. They are attracted by Swiss medical excellence and highly trained doctors and medical staff, and by the high level of security and hygiene of the infrastructure, as well as an elevated attention to customer service.

4. Please provide one sentence that best describes the latest developments in your country for each of these categories:

Hotel spas: an increasing focus on medical treatments and a medical approach to wellness.

Destination spas: a focus on a very clean environment.

Hot springs spas: elderly care and rehabilitation.

Corporate or employee wellness programs: some progress, but still a lot to do...

5. Fast-forward five years and tell us what you think the spa and wellness industry in your country will look like.

More people will invest in prevention through medical spa breaks. The notion of “adding life to your years,” as we do at Clinique La Prairie, will become central. As the world’s population ages, we will certainly see an increase in this field.

Switzerland will remain at the forefront in terms of medical retreats.

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