



Industry Briefing Papers 2016

EUROPE: SWITZERLAND

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

Topics that are making news are for example certification and wellness labels, medical wellness, healthy lifestyle, health promotion and prevention programs, sustainable and local products and services, importance of sleep quality during holidays as well as marketing of wellness.

Recent interesting projects and investments are among others the emergence of a premier resort Bürgenstock Resort Lace Lucerne (including for example three luxury hotels and an alpine spa as well as numerous restaurants), the renovation of Therme Bad Zurzach (focus on families) and the opening of Deltapark Vitalresort by Lake Thun. Deltapark Vitalresort combines spa, fitness and health check-ups and is an example of the beginning trend in Switzerland that medical wellness offers are complementing traditional wellness offers. In addition, hospitals are planning to open patient hotels. Centre hospitalier universitaire vaudois in Lausanne, for instance, will be opened in Autumn 2016. This is another example of the shift towards holistic health and wellness concept.

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 / Beauty / Fitness / Nutrition:

Wellness doesn't simply mean a beauty treatment but is understood as a holistic concept. Both service providers and customers are paying attention to natural, pure and local products and services. Also, medical and evidence-based components are gaining importance. Two key words here are nature and evidence.

Wellness Tourism:

Certifications and wellness labels: For example hotelleriesuisse, an umbrella organization of regional hotelier associations, recently renewed its specialization categories. A hotel can now apply for the following wellness specialization categories: "Wellness" "Wellness & Spa" "Medical Wellness" "Medical Wellness & Spa". Also Swiss Tourism Federation is renewing its label "Wellness Destination". In

both cases, there is a tendency towards the idea that hardware (infrastructure) follows software (services) and not the other way round. This means that a company first needs a strategy as a base before they should build infrastructure. That is the attitude that successful wellness needs, isn't it?

Wellness Communities or Real Estate:

Discussions are going on how stakeholders could come closer together for example by forming a cluster.

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?

Switzerland is known for fresh air, pure water, alpine flora and beautiful mountain scenery. Natural remedies and traditional approaches (for instance Traditional European Medicine) have been and are important part of wellness. Switzerland has contributed to a global wellness economy by understanding the value of these natural resources and by developing a holistic view on wellness.

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

The biggest challenges are finding employees with high professional and social competence, dealing with the guests from completely different cultures as well as difficulty of marketing holistic wellness offers and services (healthy ≠ enjoyable).

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.

There is no great difference between the two terms in the everyday life. The term “Wellness” (including well-being) is commonly used in Switzerland in wide range of situations.

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