



Industry Briefing Papers 2016

EUROPE: UNITED KINGDOM

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

Here in the UK we have found that people are going back to basics – from eating more natural and less processed foods, cutting down on sugar, using organic products in both food and beauty products and learning to balance the work/family time better.

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:

People are incorporating spa rituals into their daily gym routine and having a sauna or steam and cold showers every day after the gym or work as a result of being better educated about wellness and wellbeing.

Beauty:

Organic beauty is more popular than ever with products such as seaweed being utilized more as it has anti-oxidants and helps with anti-ageing.

Fitness:

HIIT training is more widespread now as people understand the benefits more and cycling, running and bootcamps, including the mud based obstacle courses, are very popular. Fitness technology has taken off in a big way too with fitness apps a must on every smartphone to monitor steps, calorie burning etc.

Nutrition:

There is more organic food production in the UK now as people understand more about the health benefits and the effects of nutrients on the body and how it can help their immune systems.

Wellness Tourism:

Wellness is now starting from the beginning of your journey – airports and planes having massage and relaxation areas as well as spa's in the Lounges.

Wellness Communities or Real Estate:

Many high end residential apartments have wellness facilities and gyms built within the block incorporating saunas, steam rooms and other thermal cabins, with each development vying to be better to secure more investment.

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?

The UK is getting back to basics to educate the population on the importance of physical and mental wellbeing in everyday life. It is providing this from an early age and our recent Olympic and Paralympic successes show how young people have been encouraged to take up athletics, cycling, gymnastics etc to get fit and healthy. Education is key and has led to a growth in local clubs and gyms where experts can help people develop their fitness levels.

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

Ironically our biggest challenge is also about educating the population about the benefits of wellness and how important it is to continue incorporating this into their daily routines, especially on the hot/cold thermal treatments. However, people are starting to realise the benefits more and hopefully this challenge will recede with the growth of the clubs and gyms mentioned above. We have to help people understand that fitness is not just for the elite athletes or the rich. It is for everybody.

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.

Wellness: More related to products and spa areas.

Wellbeing: Making a deliberate, conscious decision to improve a physical state and attitude.

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