



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?

It seems to be that the news is more about the mind than the body and that we are going back to more traditional reasons for visiting a spa. In the past the rise of health farms which was just as much about food and fitness as spa treatments has now returned in the form of more sophisticated spas with various heat experiences, outside spaces, non-revenue areas which can offer the whole package.

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:

The physical look of the spa and how it makes you feel to enhance the customer journey and how the guest feels.

Beauty:

Despite more advanced electrical equipment beauty still comes from within.

Fitness:

Yoga and outside fitness, being amongst nature for physical and mental wellbeing.

Nutrition:

There is much more awareness about food, an increase in those who are gluten free, dairy free and aware of fodmaps and more focus on the fact that your gut is your second brain so by looking after it you will improve your physical and mental health.

Wellness Tourism:

Spas are becoming an integral part of hotels now, offering spa breaks to include relaxation, nutrition, exercise and mindfulness.

Wellness Communities or Real Estate:

Wellness communities seem quite rare however private homes do have more awareness of health and welfare but in the UK it is still a slow growth.

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?

Great Britain has been the origin of some very successful product brands which has inspired others to follow. The back to the future theme is fitting because in the UK there has been a trend to go back to more environmentally friendly ways. Not just in spas but on the high street, there are more charity shops, recycling enterprises and the population is generally more consumer savvy looking for more information about where the items they use are from. The farm to table movement ie where does your food come from is now being copied in the spa industry with guests wanting to know more about the products being used and where the ingredients are from. This has encouraged more businesses to look into their own brand of product so that they can be confident about the treatments they offer. The UK is now offering more unique and niche brands focusing on quality and the experience guests receive which is more of a traditional route for the industry.

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

I think a big challenge in this country is to make businesses understand the importance of looking after their employees wellbeing. Corporate wellness should be more prevalent amongst all types of business. The government could help with financing this to make the workforce more engaged and productive.

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.

I consider wellness to be more about being in the present and meaning not the absence of illness but rather a state of physical, mental and psychological happiness at that time whereas wellbeing is more an ongoing state incorporated into daily life to achieve a state of wellness.

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