



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?

Currently making news in the UK is The Power of Touch - a not for profit organisation educating the industry on treating Cancer patients and not discriminating against them by excluding them from treatments (Tpot.org.uk). One of our product lines at The Balmoral is Spiezia (our hotel in Edinburgh), who have been developing new treatments along these lines. We already have the 'Head in Heaven' treatment from Spiezia which we offer to Cancer patients and there is a possibility to work with them further on Cancer Touch Therapy treatments and facials.

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:

Beauty:

- o Micellar cleansers
- o Korean beauty trends of multiple layering of facial skincare products - going way beyond the classic cleanse/tone/serum/moisturise - they now have in excess of seven layers,
- o Kale skincare

Fitness:

- o Electrical Muscle Stimulation (EMS) (20 minutes of EMS training equates to 3 hours of conventional workout)
- o Rise in an array of classes with things such as class pass to make it easy to mix up training sessions (spinning to music; Barry's bootcamp; reformer Pilates; Bikram Yoga; Boxercise, etc.)
- o Rise in people regularly exercising

Nutrition:

- o Zero noodles, Raw Vegan deserts, Gluten free, Dairy free, cold-pressed and so called Clean eating all continue to rise in popularity with new outlets catering for these markets very much on the rise. Healthy food is becoming fun and innovative.
- o Beverages including activated charcoal and herbal extracts .i.e. functional nutrition, food as medicine.

Wellness Tourism:

Wellness Tourism continues to increase in popularity (estimated by well-known industry report in 2013 at \$494 billion market)

- o Increased group Spa bookings e.g. ladies afternoon out.
- o Corporate group bookings e.g. company sales meetings / events
- o Wild swimming e.g. pool at London's Kings Cross development
- o Wellness festivals
- o Meditation silent retreats and other wellness retreats

Wellness Communities or Real Estate:

Not aware of any wellness communities / real estate in the UK.

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?

I think it's really hard to find something for the UK!!

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

Population as a whole are miseducated on health and wellness both from industry (food, pharmaceutical) and governmental sources. Food can be a medicine or a poison. Pharmaceuticals treat symptoms only and frequently cause an overall deterioration in health due to side effects. General public and policy makers strongly influenced by food and pharmaceutical industries driving the "sickness economy"

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

- ALL encompassing: the physical and metaphysical (mental/ physical health)
- Wellness is making a physiological and spiritual change to an individual in the spa world.
- Physical health can be improved in spas with so many treatments/ technologies, for example, ones that help to physically remove inflammation, ROS, Oedeoma, pain, etc.
- Mental health can in many ways; to name but a few examples: massages that passively deliver meditation and do not just rely on "mindfulness" as too many people find this hard or need lots of practise to meditate; therapy like conscious engineering/ lucid dreaming that is medically proven to treat anxiety and manage phobias; healing: helping people in "intuitive healing" understanding and reading energies and vibrations, etc.

- By increasing services in, and delivering both physical and mental healing, spas will naturally deliver wellness.

Wellbeing

- I believe wellbeing as a word is weaker, less physical and more in line with what MOST spas offer now.

- It's not all encompassing

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