



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?

What makes the press/public sit up and take notice are activities that encourage the consumer to be social. I live in London, work is constant and people can feel isolated from face value conversation and interaction. There is strong support for wellness facilities that want to keep things social and fun, whilst also promoting health, education and longevity. It gives people an option of being able to have fun and enjoy others company, whilst also being to look after themselves and those they care about

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 personalisation of services and retraining of therapists to ensure we can adapt services for guests with chronic health conditions, which used to be taboo in the spa industry.

Beauty:

Middle ground is no longer desirable, go organic or go medical.

Fitness:

Social interaction and innovative, fun activities that push physical limit boundaries.

Nutrition:

Mass integration of organic ingredients into daily life of normal working people.

Wellness Tourism:

How can I travel and continue with all the innovative fitness activities that inspire me to keep fit?

Wellness Communities or Real Estate:

The development is only for a very high income group, it needs to be more accessible to the younger community, a generation more lifestyle aware than ever before, but not in a position to afford it.

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?

Britain contributes the traditional English experience, which I believe it does so well in countryside destination spas, but is what is quite special is brand development. Britain is home to Elemis and ESPA – the world’s leading spa brands on land and at sea, therefore having a massive global impact on spa standardization; design and training. What is also encouraging is the development of local British Spa brands that are at the cutting edge of organic ingredient research and how this new wave of product experiences are filtrating the market – e.g. Soveral; Dr Jacksons Natural Products. Britain really has been a fantastic centre of innovation for the spa and wellness industry.

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

Consumer awareness. Spa & Wellness offerings are evolving so rapidly and current classifications are outdated. Facilities must be profitable and in dense urban areas the cost of doing so means sacrifices to what the consumer would understand as ‘spa facility essentials’. ‘Luxury’ does not necessary mean ‘everything’ and it is this lack of public education that cannot determine the difference.

Opinion ransom: I am an avid supporter of constructive and fair feedback, but hospitality is still in a mind-set where they are brand protective and it is highly discouraged to openly challenge guests on incorrect feedback when they are just looking for something for free and essentially trolling businesses that have tried their best to look after them. We are guest service and we have a responsibility to convert people’s attitudes, but guests take full advantage of this. In all public services it is illegal to abuse/be rude to staff and in the spa and wellness industry. I think protection and support in this area for the wellness and spa community is going to be very important.

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.

Firstly, there is clearly confusion on this across the board. What I do notice is that guests seem naturally drawn to the word well-being, which is a great deal more self-explanatory, holistic and appealing then the word wellness. Wellness is contemporary and personally, sounds more superficial than then word well-being, which sounds more meaningful, and that one is well on a full and deeper level.

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