



## EUROPE

# HUNGARY

**1. What has been making news in this country in terms of the business of wellness?**

**2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.**

### **BEAUTY & ANTI-AGING**

Intensive beauty spa product development in the past two years

### **COMPLEMENTARY & ALTERNATIVE MEDICINE**

More and more medical doctors have been involved in the complementary medicine sector; therefore, the professionalism of this sector is increasing.

### **FITNESS & MIND-BODY**

There are three times more fitness salons in the country in the past few years, some of them with significant spas.

### **HEALTHY EATING, NUTRITION & WEIGHT LOSS**

Manufacturers are starting to create healthier varieties of their products, including functional products helping to create health. The state tries to make unhealthy products pay more tax. Canteens have to use less sugar and salt and more vegetables. Starting this year in primary schools, the state is giving healthy food to the students for free.

### **PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH**

Hungary has a good preventive medicine network for children, and the new minister responsible for health renewed the prevention system.

### **SPA INDUSTRY**

Spas with pool areas are built even for three-star hotels in the country, and more and more professional spa treatments are available.

### **THERMAL/MINERAL SPRINGS**

The modernization of the traditional thermal spas has finished. Some of them are an attraction onto themselves (e.g., Turkish baths in Budapest and Eger).

## **WELLNESS LIFESTYLE REAL ESTATE**

Wellness living communities are not common, but real estate developments with wellness programs are not rare.

## **WELLNESS TOURISM**

More and more wellness hotels exist in almost every part of the country, records in customers and revenue. The industry contributes a significant part for the GDP.

### **3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?**

Healthy region developments: The government supports the non-spa developments of spa towns, and some of them try to form thermal regions—for example, Eger, the medieval city; Egerszalok with its salt hill; and Demjén with the cave spa and the new thermal lake.

### **4. What do you see as the greatest strength of the wellness market in this country?**

The government has finished the modernization of the traditional thermal baths in more than 50 cities. This is a good base for the whole tourism industry and has made the investment cheaper for the private sector—a smaller indoor spa is enough for a wellness hotel.

### **5. What do you see as the greatest weakness of the wellness market in this country?**

Despite the strong traditional medical background of the thermal spa industry, no medical coordination is in the sector. This is a problem if we consider the world trend of evidence-based wellness.

### **6. What do you see as the biggest opportunity in the wellness market in this country?**

Despite the strong traditions of quality wine production and a lot of thermal waters in wine countries, Hungary has very few wine spa hotels (in Tokaj, Balaton and Villány). Wine spa hotels, with the Central-European spa tradition, could be among the market leaders in the world.

### **7. What do you see as the biggest threat to the wellness market in this country?**

No real threat exists according to the latest figures. There are traditional spa towns without relevant five-star hotels, including Heviz, Hajdúszoboszló and the Eger thermal region. The lack of the top segment causes smaller margins.

### **8. Which sector of the wellness economy are you most involved with?**

Spa Industry



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