



EUROPE

SWITZERLAND

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

The hotels and resorts started to position themselves in the field of wellness. Several hotels decided to focus on medical wellness and try to work with the insurances. Some of them even closed for reconstructions (e.g., Park Hotel Weggis, Lake Lucerne). As well, the final opening of the Bürgenstock Resort was all over in the media.

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

Using local products/high-end cremes (e.g., La Prairie, Nescens)

FITNESS & MIND-BODY

Trail running, Kneipp paths and forest bathing are trends coming up in Switzerland.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

Superfoods (bowl places), local products/farmers markets

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Insurances promote health apps and checkups

THERMAL/MINERAL SPRINGS

Still very important, renovation projects are going on in several spring places.

WELLNESS TOURISM

In general, we reached the stage of specializing. The hotels/providers realize that it is not enough just to have a spa without any other USPs in this area.

WORKPLACE WELLNESS

Company gyms/reductions on gym fees

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

The hotels and spa providers are starting to specialize. Next to the trend of medical wellness, where hotels specialize in this field, trail running, forest bathing and treatments with local products are becoming more and more popular.

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

- > Knowledge in the medical field
- > Reputation of quality and trust
- > Pure nature: quality of water and air

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

- > Upcoming investments: difficult funding
- > No trendsetter
- > Always a bit behind
- > Size of country

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

- > Global desideratum for pure nature (water, air)

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

- > Prices: strong currency

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

Wellness Tourism

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