



Industry Briefing Papers 2016

AUSTRALIA: AUSTRALIA

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Wellness travel is gaining momentum - at last. In Australia mainstream publications are now seeking out wellness travel options and information and are also using relevant research and stats as well as creating dedicated coverage. This has created solid exposure this year and shows signs of increasing further.

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 idea that a massage is a special occasion and not part of an overall wellness plan is changing. More spa and wellness coverage than ever before represents an exciting time for our industry.

Beauty:

Training schools embarking on more holistic wellness approach to treatments, at Gwinganna we have moved from the term Beauty Therapist to Holistic Skin Care Therapist.

Fitness:

Physically; The emergence of the virtual worlds and a return to hands on help, the 24 hour club peak is declining. Mentally; the ability to navigate the internal emotional landscape for greater stress management, preventing heart disease and general happiness.

Nutrition:

Quality, correct quantity and balance of nutrients in food, how it is sourced and the environmental impact is driving more to purchase organically grown.

Wellness Tourism:

An increase in the awareness of emotional resilience from both the guests desire to explore their inner landscape and the destination providing qualified counselling and spiritual experiences.

Wellness Communities or Real Estate:

Small movement, yet strong and authentic approach to true sustainability and community. Also, adjustments to traditional aged care facilities, an emerging strong trend for improvements of quality of life within the environment.

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?

Destination Spa’s/Health retreats offering a guest experience that is governed by strong boundaries based on wellness outcomes. Australian health retreats are brave and say ‘no’ to guests to maximise physiological and psychological changes during their stay. Rather than 5 star service there is a focus on 5 star support towards lifestyle change.

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

No comment.

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 is something that you work towards consistently to achieve ‘being well’ or ‘well-being’.

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