



Industry Briefing Papers 2016

EUROPE: AUSTRIA

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

People are increasingly aware of the fact, that they only have a limited amount of time, they cannot buy themselves more time and they want to make the best of it. 75% of wellness guests mention “a quality time out” as their main reason for a wellness vacation.

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:

Spas taking time and sharing time (and knowledge) with your guests (individual and highly professional personalized service), deeper insight into health issues, treatments with added value.

Beauty:

Beauty natural organic skin care is growing tremendously.

Fitness:

Fitness functional training with nothing but your own body weight, (exercises coming from Pilates, Qigong or Yoga).

Nutrition:

Clean pure slow regional food without artificial additives, rediscovering the values of traditional food rather than exotic “super foods”.

Wellness Tourism:

Wellness Tourism regional sustainable eco resorts (guests don't want to waste too much time for traveling to distant locations for their “in between” time out holidays).

Wellness Communities or Real Estate:

Wellness Communities or Real Estate not yet a hot topic in Germany.

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?

“Taking the waters” in one of the many thermal springs in Germany (also in Austria), the typical Kur, when people visited the Kur villages for weeks in a row, to get cured from whatever illness they had. The Kurmedizin (healing with natural sources, like water, earths, salts, radiation, air, sea, herbs and more sophisticated systems like the Kneipp system).

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

Governmental restrictions.

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.

Wellbeing is the highly individual state of feeling well, which is different for every person.

Wellness is describing the different methods of how to achieve wellbeing, including lifestyle, (health, fitness, beauty), nutrition, psychological factors etc. Two extremes, as seen in the two trends of self-optimization on the one side and digital detox on the other side show the dilemma our guests find themselves in: they realize, that they are responsible for their own health, and they go to extremes to reach this goal.

The biggest extremes regarding nutrition are probably vegan and the meat based paleo diet. For each choice there are hundreds of experts, and nobody listens to the old wisdom anymore, that only a “balanced lifestyle is a healthy lifestyle”. As a medical doctor with a training in Traditional Chinese Medicine, I believe that the most important factors to achieve wellbeing is: a balanced lifestyle, nutrition that tastes good and makes you feel good, daily gentle movements to stay flexible and strong, deep undisturbed sleep, fresh air, the absence of noise, chemicals, light during the night and other artificial man made conditions in our environment, and most important, the intelligent use of our lifetime.

SUBMITTED BY:

Full Name: Dr. Imke König
Title: Medical Spa Director
Company: Schloss Elmau GmbH&CoKG
Email: imke.koenig@schloss-elmau.de
Phone Number: +49-8823-18 984

SCHLOSS ELMAU
LUXURY SPA RETREAT & CULTURAL HIDEAWAY
