



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?

Austria, as the pioneer of wellness-development, is facing a period of a strong transition. There is a high level of competitiveness especially among SPA hotels where large wellness facilities are included in the room price and guests have come to expect high standards. SPA treatment areas are noticing decreasing demand for classical beauty or massage treatments and therefore spa and hotel operators are being challenged to come up with new offerings. In response to this transition, we have developed totally new health-experiences which fascinate guests, lead to additional income and will revolutionize the market.

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:

Shift away from mass towards uniqueness.

Beauty:

Significant trend towards medical cosmetics in beauty treatments.

Fitness:

Increased orthopedic expertise being brought into fitness institutions.

Nutrition:

Trend goes towards individualized nutrition programmes that are based on food intolerance tests.

Wellness Tourism:

Orientation towards holistic offerings with significant push in the direction of prevention.

Wellness Communities or Real Estate:

Repositioning of spa and wellness facilities to increase the uniqueness and increase profitability per square meter

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?

In Austria the focus definitely lies on the combination of the wonderful nature and the holistic Wellness and SPA offerings, with a high tendency towards high-end preventive offerings including medical Spas. As a mature market, Austria is once again trying to lead the way towards the introduction of these new innovative and high demand areas.

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

The greatest challenge is now mastering this next transition to new innovative offerings where preventive holistic medical spa elements are integrated into existing environments.

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.

The term wellness can be described as the variety of wellness equipment offerings, while well-being can be seen as the holistic physical and mental comfort.

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