



# 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?

I believe it is currently still the “let us have a break” idea, which is dominated in the news in regards of spas and wellness resorts.

### 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:

Quality rises and rises and with this, customers get better and better choices and become more educated, what a real good facility looks like and shall offer.

#### Beauty:

Everybody wants to live long, but nobody wants to get older. We all know, you can't have the cake and eat it. But at least, we want to create the imagination of looking young forever.

#### Fitness:

Young and old generation interacts more and more with the technical gadgets and supports for that

#### Nutrition:

Junk Food is out and the new generation wants to know exactly what they eat, where it comes from and how it was produced.

#### Wellness Tourism:

Relaxation - be it for a day, but then really to take advantage out of a full day, or be it for an add on to an “in the know “ vacation are the new two additional areas, besides of the normal learned reason to go for a couple of days for a wellness stay in a resort. Since wellness has become an integrated part of your daily life, being on vacation, it has to travel with me.

**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?**

The highest density on highly developed hot spring spas, almost 40, compared to the inhabitants, you will find in Austria. Combined with the significant mountains and glaciers in Austria, Alpine-Mountain Spa and Thermal Springs Spas are for sure, where Austria stands for.

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

Urbanization and transportation are the critical questions to answer in the future - not only in Austria, but overall. The young generation tends more and more not only not to own a car anymore, as well not even having a driving license anymore. And, the growing part of elderly guests, who is kind of scared to travel long hours in their cars. For both to create offers where the logistic from home to countryside spa resorts are being taken care will be the future success.

**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.**

In my opinion, taking wellness from the word wellbeing and fitness, we are seeing now that wellbeing is the new -old- approach, to see a healthy living in a holistic approach, where not only fitness, but as well the right food, the proper beverages, the air, the community you are embedded and the stimulating surrounding of your daily living is what creates balanced mind and with this therefor even more than wellbeing, I would rather call it well-feeling(s). And therefor, well-feeling(s) is for me personally the “back in the future” approach, of where our industry Schall develops.

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