



Industry Briefing Papers 2016

EUROPE: CROATIA

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

Innovations are related to the use of natural resources such as thermal water and the emphasis on cosmetics from indigenous resources. The packages and programs promote wellness story and story of nature, cultural and historical surrounding which are engaged in the seasonal offers. For example, cosmetics and treatments in the autumn period of the year are based on sea salt, lavender, thyme and other seasonal herbs and resources.

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:

Beauty:

Fitness:

Nutrition:

Wellness Tourism:

Wellness Communities or Real Estate:

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 most significant contribution of Croatian wellness to what is now a global wellness economy is a wealth of natural healing factors, thermal water, naphthalene, thalassotherapy, halotherapy, natural environment conducive to the treatment of respiratory issues.

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

The biggest challenge in Croatia is to make a year-round wellness product because of strong “sun and sea” destination image worldwide. Croatia has more than 90 hotels with wellness centers (medical wellness, spas and spa resorts), with extremely low direct share in the total revenue of the hotels (3-4%). On the other hand, these hotels achieve almost 50% higher average revenue per room compared to average revenue per room. The 90% of the hotel spa areas are leased to wellness companies. In this case, if the hotel is open seasonally, it is not possible to offer whole year wellness product. If the hotel’s offer is not based on wellness as one of the main products, and wellness is considered only as a lease revenue, it is difficult to create the wellness image. Through organization of various workshops, design packages and better cooperation of hotels and wellness companies, with existing wellness offer, Croatia has the possibility to become a desirable central European and Mediterranean wellness destination. Certification is one of the first next steps to be taken in creating a market image.

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.

We could define wellness as content and well-being as a feeling that the guest gets using many different wellness facilities. Well-being is becoming an integral part of all tourist trips, and in the broadest sense, the tourism in general can be considered a health tourism.

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