



# Industry Briefing Papers 2016

## EUROPE: FRANCE

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

In France, we are currently noticing changes in wellbeing/wellness but for the employees. In fact, wellness at work became the last months a big issue.

In spas for example, making spa practitioners happy, will help them to do their work better – and especially make the clients feel good and be satisfied.

In other industries, we have seen physiotherapist perform in factories to help workers with exercises for postural deficiency. Organizing this type of sessions will help employees to do their job in a better way, and for employers to avoid sick leave or worse, depression.

### 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:

We can find many different spas in France: thalassotherapy spas (with salt water), thermal spas (with thermal water) and urban/hotelier spas (with tap water). All these spas have their own benefits and they are all trying to differentiate from the concurrence. That is a big challenge for them.

#### Beauty:

More and more people are interesting by thermal products based on thermal water. Beauty boxes that have known a big success are participating to the success of thermal products by integrated some samples in their box. Brands like L'Oreal are also investing in thermal cities (like Saint-Gervais-les-Bains).

#### Fitness:

In France, running knows a big development. More and more people practice this activity, really easy because everybody (businessman, women wanting to lose weight ...) can do it and the only thing you need is: good shoes. A lot of mobile apps are also created on this thematic.

### **Nutrition:**

One trend is appearing about a specific diet based on Mediterranean products & food rich in omega 3 and composed by olive oil, vegetables, leguminous, cereals...

### **Wellness Tourism:**

in France, wellness establishments (thalassotherapy, thermal centers...) offer additional activities connected to nature, to complete water treatments (mountain walks, yoga on the beach...).

### **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 France, the wellness economy is now a big issue and the state is having a look on it. The new significant contribution is the creation of centers dedicated to health & prevention. In fact, the emergence of this type of projects will contribute to the wellness economy: there is a cultural & societal change that is happening, people don’t want to use drugs anymore and avoid medication intake. They are trying to take care of themselves before being sick. Prevention is an opportunity to learn how they can live well.

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

Wellness economy in France have difficulties to make profit. In fact, salary mass is very important and it is sometimes difficult for companies to make money when hire spas practitioners is so expensive. Work’s regulation in France reduces the profitability.

Following the attacks that France have been victim these last months – it is going to be very difficult to attract tourists from all over the world. Wellness economy counts on wellness tourism but with the current social climate that we know, hoteliers, resorts & spas are going to suffer from that.

### **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.**

Well-being is a term that is more global and that we have to face every day. It is composed by many aspects from the life: psychologist, physiologist, nutritional, social (having friends/family), work (being happy in your job...)

Wellness refers more to the beauty or physical aspects – that we can treat in a spa. Wellness is one part of the well-being.

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