

# EUROPE: GERMANY

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## **1. What is the latest spa and wellness news in your country?**

Despite all cries of naysayers about the impact of economic crisis on the wellness business there are still new spas being planned, currently under construction or newly opened. “Wellness” is still a buzz word and revenues are increasing. It is interesting to see that the foreseen equalization of spa is now happening. SPA is not anymore only for the rich and famous in five-star-environments but actively reaching out for the three-star-sector.

## **2. The industry is buzzing about wellness technologies. How do you see spa and wellness establishments in your country using wellness technologies now and in the future?**

Technology is still mainly used in fitness. People are posting their activities on social media, competing with fellows or challenging themselves this way. However, the increasing use of personal gadgets will reach the wellness biz soon, ranging from online yoga classes to measuring certain health indicators and sharing them online with a health center or MD. The first step will most probably be a de-personalization. Wellness activities will not necessarily be provided by a person but for example an avatar or as online video. That will make wellness activities easily accessible at all times at all places for an unlimited number of clients.

Although, in general, Germans are quite concerned about data security and privacy, the number of spa users connecting with peers on social media platforms or with health and wellness providers will increase.

### 3. What is happening in your country in terms of wellness tourism?

Germany continues to develop as a preferred destination for inbound international medical tourism. Germany has always been and is still one of the key players in the international wellness tourism. The rich heritage of what is called “Kur” and the internationally recognized expertise of medical staff in Germany makes it the number one destination for wealthy, health seeking clients.

### 4. Please provide one sentence that best describes the latest developments in your country for each of these categories: hotel spas, destination spas, hot springs spas, medical spas, wellness living communities and corporate or employee wellness programs:

**Hotel spas:** there seems to be a change of opinion from “size matters” to “concepts matters.” Fortunately.

**Destination spas:** this segment seems to be in the phase of consolidation

**Hot springs spas:** hot spring spas are hot! Existing facilities are upgrading their services to true wellness experiences.

**Wellness living communities:** this segment has not yet evolved in Germany but is definitely on the list for future developments.

**Corporate or employee wellness programs:** hot topic in Germany, especially because most health insurances are reimbursing expenses.

### 5. Fast Forward five years and tell us what you think the spa and wellness industry in your country will look like.

The accessibility of spa and wellness will become easier. There will be concepts that decrease costs so that customers that cannot afford the ultimate in luxury will get their share.

Due to the changes in population, pyramid services and facilities will focus on the needs of elder clients.

The need of well-trained professional staff will not be solved. Therapists from foreign countries such as Poland, Greece or from Asian countries will play a bigger role in wellness teams. At the same time spa management will have become more professional and business driven.

**SUBMITTED BY:**

**Wilfried Dreckmann**

**Managing Director**

**Spa Project**

**wilfried.dreckmann@spa-project.eu**

**+49 178 555 5600**

**www.spa-project.eu**

