



# Industry Briefing Papers 2016

## EUROPE: GERMANY

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

“Go local” is an absolute trend for the moment. The benefits of regional products can easily be communicated and go along with the increasing demand on domestic Spa travel. Germany offers a treasure trove for spa treatments, from wild herbs, goat's milk or wine. Buckthorn berries pure power food, salt from Bavarian mountains is perfect for peelings, and chalk from Rügen island is used for packs or in Rasul bath.

Hop is a new regional best-seller for spa treatments in Germany. He not only has a medical effect but is suitable for many different treatments. Although Germany is known for its hops especially in the beer world, there is a whole new usage and benefit here.

### 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:

Spas are more and more integrated in daily life.

#### Beauty:

Natural cosmetics have never been so hot, and the market is still growing.

#### Fitness:

Demand for digital health gadgets is surging - next generation of smart watches and fitness have been the focus at IFA trade show in September 2016.

#### Nutrition:

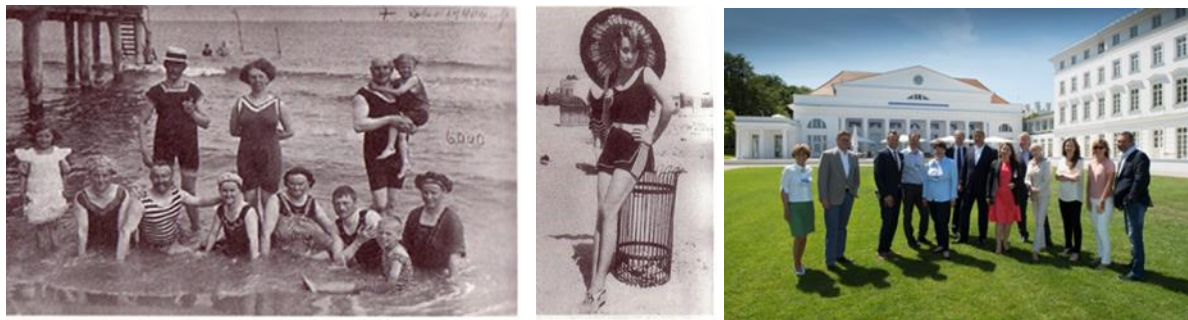
Vegetarianism was yesterday: veganism is the new mega trend in Germany. Up to 1.4 million people live the vegan lifestyle - many of them young middle or upper class members, people who tend to go to restaurants more often, who enjoy life, travel a lot and are willing to spend much of their income for their personal well-being. Only problem: many hotels and restaurants are not ready for the demand yet.

## Wellness Tourism:

Wellness Tourism is growing faster than the regular travel market, and has a strong impact for several regions in Germany – from the coastline to Bavarian mountains.

### **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?**

Dating back to the Romans, bathing has a long tradition in Germany – not only in famous Baden-Baden, but in many places with healing sources. The power and impact of healing waters is still one of the UPS’s of numerous destinations, and no wonder it will be one of the topics of this year’s Global Wellness Summit. But cures paid by public health care have been rapidly declining within the last 20 years. Therefore, hot spring spa destinations are looking for new guests, who want to recharge batteries or to do something for their health.



Left: Bathing fun 100 years ago

Middle: German movie star Marlene Dietrich |

Right: Speakers German Wellness Summit 2016

Germany has been one of the first countries in Europe to start sea side resorts, especially on the coast of Baltic Sea, attracting people with healthy air and the healing power of the sea. Therefore, one of the first “Wellness resorts” in Germany dates back until 1793: Grandhotel Heiligendamm, where we organized a successful German Wellness Summit in June this year.

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

In German speaking countries – Germany, Austria and South-Tyrol – the hype on hardware has not stopped yet. “If my competitor is building an infinity outdoor pool, I will start to do the same. If my competitor has two outdoor saunas, I will build another one.” Investments are fine, but the peak in the market has been reached and we are facing the risk of overbuilding. For the moment, we count approximately 1.000.

Wellness hotels and Spa Resorts in Germany, about 900 in Austria and 500 in South-Tyrol. Hoteliers must be careful not too loose the economic aspect. An important issue is costs and efficiency. The future of the industry will be to focus more on the client. He is the most important person in a Wellness hotel. His wellbeing is the center of all intentions. If he is happy and comes back, this will make the property even more successful.

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