



# 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?

Wellness and all wellness-related topics are still buzz words in Germany, calling for attention on consumer side. "Digital Detox" is popping up more often in newspapers and magazines and is offered in Hotels and resorts as we predicted several years ago. Among professionals the ever increasing lack of therapist is discussed.

### 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 have become more accessible and divers. The market consolidates.

#### Beauty:

Organic skincare is still on the rise. However, we do see a tiny little trend to "high tech cosmetics"

#### Fitness:

Due to the changes in demographics 60+ clients are conquering the Gyms

#### Nutrition:

Various nutrition trends are on the rise. There is a growing awareness for "healthy food"

#### Wellness Tourism:

Domestic wellness travel has always been strong in Germany. Inbound and outbound wellness travel will increase

#### Wellness Communities or Real Estate:

Still no dedicated projects in sight. However, we predict interest on investors side soon.

**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?**

Germany has a century long history on “Kur” in different ways. Huge parts of what is called “traditional European Medicine” is based on therapies invented in Germany. Such as Kneipp Kur or the herbal medicine of Hildegard von Bingen.

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

No doubt the biggest challenge is finding enough qualified staff and retain them. Ever more complex spa & wellness concepts need higher educated therapists. Schools need to keep up pace with these developments and spa operators have to re-think their payrolls.

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