



Industry Briefing Papers 2016

EUROPE: ITALY

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

Spas are now more popular; spirituality is a theme that is starting to get popular too even if it's still imagined as something religious-mystical-complicate-dangerous not as "living in the moment, being truly natural or balanced with one's true nature". The psycho-spiritual Spa dedicated to the body that we've launched is appealing for the press.

Natural medicine and prevention are still fighting to be considered but it's better than before. The lightness and poetry proper of a Spa are getting lost a bit, there's a lot of confusion, improvisation and the tendency to offer a bit of everything so a coherent Spa concept results as particularly interesting.

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:

More sensitivity towards an emotional and psychological approach not only the classical medical thermal spas.

Beauty:

True organic gets more popular and INCI is now more checked before buying, I hope that poetry in beauty will survive.

Fitness:

Yoga gets popular and also a more natural approach to sport

Nutrition:

Italian food is very famous and many chefs start researching and studying the healthy content of food with innovations and creativity.

Wellness Tourism:

Still not developed

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 Italian lifestyle: mood, food, approach to life, arts, beauty & fashion, music, family, nature can be combined in an effective, attractive, touching and moving way of living a wellness holiday that can be experienced to free talents, creativity, joy, positiveness and vitality that can be then experienced everywhere.

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

Beauty training schools are poor and old both in the approach to job and guests and in the teaching of the basics. Training for massage therapists is too complicated and not available as a one/two year course of Spa Therapist for example.

People still go only for massage when they feel pain or to a very general sense of relaxation not to live healthier before having a problem. Psychosomatic, balance body & soul, mindful living, authentic attitude towards our true nature are still seen as “new age” but there’s some more interest and openness.

People still expect therapists to be female and I think this is a big limitation, a risk and a discrimination.

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.

Wellness feels like looking healthier and fit through external tools (massage, fitness, water, products) Well-being is an inside job like happiness.

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