



Industry Briefing Papers 2016

EUROPE: LITHUANIA

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

Wellness tourism is rapidly gaining in Lithuania. More and more local and foreign visitors come to relax, recuperate, for wellness. Some of the SPA centres were selected or nominated as one of the leading medical/resort or destinations SPAs in the region. The quality of the air in some of SPA Towns was measured and noted by international experts, it being one of the purest in recreational Towns in Europe. The quality of mineral water and the composition of microelements is not only unique, but having a rather high proportion of calcium, which is easier absorbed in our bodies. Which is rarely found across Europe.

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:

International recognitions, tournaments and high quality cosmetic brands.

Beauty:

High Tech

Fitness:

General understanding within the community of health benefits, related to movement.

Nutrition:

Slow food, locally harvested

Wellness Tourism:

Tourism: Visibility on Medical tourism map.

Wellness Communities or Real Estate:

NA

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?

Forest bathing, mineral water baths and amber treatments, therapeutic mud.

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

Lack of country marketing and visibility; Transportation.

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- for improving one's health, Well-being - for maintaining one's health.

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