



Industry Briefing Papers 2016

ASIA: QATAR

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

Qatar is moving forward very strongly in wellness industry with goal to attract sport & health tourist. Wellness and SPA projects are going hand in hand with overall goal; healthy nation. New concept of wellness hospitals & wellness hotels is great example of how government takes our industry very seriously. Unfortunately, Qatar has one of the highest percentage in obesity and diabetes in the world and trend is to promote and support healthy lifestyle-seminars, state of the art hospitals and Sport day as national holiday is just short example of what is trendy in Qatar.

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:

Major hotel groups and interesting SPA brands are opening in 2017.

Beauty:

never ending trend in Qatar; hair & nail salons are always busy but major trend is quick fix – Botox, fillers, lasers...

Fitness:

new gyms and group trainings are booming in Qatar; just in 2016. we have 5 big gym's opened and each residential building has their fully equipped gym & pool. Downside is; that personal trainers without diplomas or certificates are flooding the market, using residential gyms as their own working place, what lowers PT price for registered trainers in official fitness centers (as we have higher overhead our prices are higher) some actions from side of government will be taken in terms of inspections and control but did not start yet.

Nutrition:

Diet centers are everywhere, registered, with nutritionists and chefs they are delivering food to your home or work address, big trend is detox.

Wellness Tourism:

unfortunately, with all effort that government is implementing people still don't understand wellness so to find special wellness offers in hotels is rare.

Wellness Communities or Real Estate:

many are in opening or final construction phase. There are interesting on line sites that promote healthy lifestyle such is

<http://www.eventsdoha.com/category/activities/fitness-classes/>

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?

Qatar is one of the first countries in the world that offers free DNA sequencing for all Qatari families. As part of big biobank project along side with state of the art Sidra hospital Qatar is taking preventative medicine one step further. DNA Wellness project is already alive and kicking, launched in January 2015 as D/Code, this wellness program is offering their clients personalized packages based on DNA test; all with effort to help changing lifestyle of majority residents and for healthier future.

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

As results of GWI survey showed ; 90% of middle east population considers wellness as luxury beauty treatments. Greatest challenge is to educate people and change their perception as well as lifestyle habits that led to high obesity and diabetes. Other challenge is categorization as there is no official definition of Wellness, SPA and beauty salons ; big wellness centers that want to include nutrition, doctor and same time offer massage & beauty treatments; can't register as wellness. Today you can only register SPA or hair salon there is no other category. Hotels do not have that problem.

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.

As GWI study showed; middle east still struggles to understand wellness concept.

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