

# EUROPE: SPAIN

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## **1. What is currently making news in your country when it comes to wellness or wellbeing?**

The economic crisis has had a negative impact in the wellness industry these past years. Newly opened spas were shut down; new projects were on hold until further notice, etc. Besides this non attractive scenario for the industry, the spa and wellness sectors have found other ways to remain on the edge becoming more affordable and popular. There is an increase in the number of new opened fitness centers and low cost spas with a fix price; also activities like mindfulness or coaching are becoming more popular to try to find a balance in a more hectic life.

## **2. Please provide one sentence that describes what you think are important developments in your country for each of the following:**

**Spas:** Due the economic recession the spas developments were stopped for the past years, this market is slowly growing but not major developments are occurring besides some new facilities in big hotel companies.

**Wellness Tourism:** Spain ranks the 6th position in the European ranking of the top 10 most visited countries for Wellness Tourism. The Wellness tourism in Spain by 2017 will grow at a rate of 6.2 % annually, more than double that the current leaders in Europe (Germany and France).

**Wellness Living Communities/Real Estate:** Although this is not a trend in Spain, at Sha Wellness Clinic we believe in the importance of a healthy life style and we are developing a wellness residence area close to our clinic where the residences ´owners could enjoy all the facilities and services of the clinic and benefit from a healthy cuisine on a daily basis as they were staying at the hotel.

**Beauty:** Spain ranks the 6th position worldwide in beauty products' exportation (we export more beauty products than wine or olive oil).

**Fitness:** Fitness is becoming a must in the Spanish daily routines, from running to most specialized fitness centers were activities like cross fit and hitt training are very popular. Due the economic crisis of the past years there is a boom of affordable

fitness centers that make this lifestyle more accessible to everyone. Also activities like mindfulness or yoga are becoming more popular as a need to balance body and mind.

**Nutrition:** Spanish are more aware of the importance of a healthy nutrition nowadays. The nutritional supplements sales have increased by a 25% last year but also we are more aware of the importance of eating organic food as well as the way of cooking and hours when some food must be taken. The intake of super food is also booming in Spain like rest of the world.

### **3. How would you describe the state of workplace wellness in your country?**

Although wellness programs at a workplace are linked to greater productivity, less absenteeism, and a reduction of long-term health care costs, this is not yet a trend in Spain besides big companies where you can find fitness centers within the building or agreements with third party companies; as well as dedicated areas for wellness with nap corners, mindfulness or meditation activities. In those workplaces where meals are provided the companies are more aware of the importance of a healthy diet, including healthy dishes for the employees with non-gluten options, non-lactose, sugar free, low carbs, etc..

### **4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?**

The investment in the spa and wellness developments in Spain has been virtually paralyzed in recent years due to the economic recession. The forecast for the upcoming years is promising at the same time than the economic recovery is occurring in the country. Major investments are planned for large hotel companies in Spanish cities which will develop as well best spas facilities with a more holistic and wellness approach.

### **5. Whose responsibility is it to create a well world?**

The responsibility to create a well world is part of each person who needs to be aware of the importance of a healthy lifestyle in a healthy world. Governments must start to think in investing in wellness programs as a way to decrease the long-term health costs. Life expectancy is increasing which will mean higher costs in public

health so it is essential to invest in wellness preventive programs to reach the third age in a better overall health.

**SUBMITTED BY:**

Name: Alfredo Bataller Pineda

Title: CEO

Company: Sha Wellness Clinic

Email: [abataller@shawellnessclinic.com](mailto:abataller@shawellnessclinic.com)

Phone Number: (+34) 965 850 812

