

EUROPE: SPAIN

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

Nutricosmetics, and genetic based therapies are currently making news. We have to mention, that Spain is a very health conscious country, with a strong base on the miraculous Mediterranean diet and physical activity, plus the bath heritage from ancient Arabic times. As well, Going to the “physio” (physiotherapy), has been a normal activity to maintain health despite heavy physical activity and/or stress. For years, aesthetic centers maintenance on regular basis has been considered a must for a long time when thinking of keeping a healthy skin.

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

Spas: Spas are a must have these days for any 4-5 star hotel built in the country. We see a constant and sustained growth.

Wellness Tourism: Spain has been consistently growing on this kind of tourism, solid recovery from recession has been evident and according to Euromonitor International this trend will only keep on growing.

Wellness Living Communities/Real Estate: Starting to explode as a wellness living community concept in real state, particularly in high end developments, as fitness and health are deeply rooted in the psyche of the Spanish population.

Beauty: Paying a visit to the aesthetician at aesthetic centers to maintain skin health and beauty has been part of the Spanish practices for ages, now we see a higher penetration of medical aesthetic centers and clients looking for these services instead of a regular aesthetic treatment.

Fitness: As commented previously fitness is deeply important for Spanish people, running, cycling, walking and tennis being widely practiced for the general population. Especially outdoors sports are very popular and are accessible to the majority of the population. Fitness wearables of course and apps are not left behind.

Nutrition: Besides the Mediterranean diet that is naturally practiced, Nutricosmetics are very present and Macroantioxidants® are going to be next big thing in nutrition. Sugar-free, lactose-free, gluten-free, fat-free, additives-free are extremely popular as well, pushing manufacturers to create healthier varieties of their products.

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

It's definitely getting stronger with some representations of international associations dedicated to it like SIY (Search Inside Yourself), Delivering Happiness & Coca Cola's Institute of Happiness, with specific Spain dedicated chapters and Spanish efforts to grow in the corporate world. Interesting to mention that number 1 selling health app is "Mindfulness App"

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

According to the "The Travel and Tourism Competitiveness Report" from the World Economic Forum (WEF) Spain is considered the most competitive destination in the world among 141 countries.

And according to the Global Spa and Wellness Summit (GSWS) in an study conducted by SRI International, the Spanish Market holds the 6th position in the European wellness tourism ranking with 9.9 million annual wellness trips in 2014. This is a clear reflect of the Spa & Wellness investment and promotion is doing for the country.

The challenges now are to increase the average expense of visitors in wellness travel.

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

Everyone's!

Each and every one of us has the responsibility and the capacity to create a well world, starting with yourself and your closest, and extending further.

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