



# Industry Briefing Papers 2016

## EUROPE: SPAIN

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

#### **ISO / DIS 17679 - Tourism and related services -- Wellness spa -- Service requirements**

The international standard of Wellness Spa, a project led by Thailand, has been approved in Spain by the Spanish technical committee supervised by ICTE-CTN186 Institute for Spanish Tourism Quality - and predictably, will see the light as an ISO standard before the end of 2016 . This is to normalize the activity and characteristics of the spas, thalassotherapy, wellness and mineral springs facilities including its internal management, services provided, the additional requirements of the restaurant business, water resources and their treatments, healthy services, among which are the thalassotherapy, Spa and Wellness resorts, and mineral springs thermal centers.

#### **The biggest hospital of traditional Chinese medicine of Europe will be in Barcelona**

An agreement signed between the municipal government of Beijing (China) and the government of the Generalitat de Catalunya including the creation of the European Centre for Development and Promotion of Traditional Chinese Medicine (TCM) in addition to the launch of a Master specialty, coordinated between the university of Chinese Medicine Beijing, UB (Universitat Barcelona) and UPF (Universitat Pompeu Fabra), which is scheduled to start in September 2016. For the Chinese government, Spain is one of the countries with the highest growth potential in MTC, since the use of natural therapies in combination with western medicine is gaining ground strongly in recent times. An investment is estimated at € 80 million.

#### **The mineral springs thermal center are updated**

Some resorts, such as the hotel group "Castilla Termal Hoteles" bet on high-quality spa tourism away from social, and on the economic and environmental sustainability, joining in the same model hydrotherapy and culture, history and health. His offer, addressed to all types of customers, offers much more than healthy treatments: tastings, concerts, entertainment, accompanied by a cuisine based on local products. They sell its services in European countries, as well as, in Mexico or in the United States, with the aim that foreign tourism represents 20% of its customers in the short term.

## Health & wellness Tourism

Health & wellness tourism is becoming increasingly important in Spain. As The Ostelea School of Tourism & Hospitality reveals, the revenues from this sector amounted to 419 M € in 2015, registering an average growth of 6,2% since 2012. 2020 is expected to increase 58%, which would reach 1,000 M €. Spain is listed in twelfth position in the world ranking.

## **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:

The ability of Spain, to develop distinguishing and high-quality wellness offers associated with tourism, is very large. For example, the recent opening of the spa SANTUARIO LE DOMAINE, ABADIA RETUERTA LE DOMAINE, one of the best bets of wine tourism in Spain. This innovative and cozy sanctuary of holistic and wellness therapies has almost one thousand square meters of ultimate luxury facilities. An innovative concept of wine therapy based on a blind tasting, and a menu of signature treatments. The first "Spa Sommeliers" in Europe that guide guests in their wellness journey, and the maximum level of customization and the service of a spa major-domo that help them at any time during the experience. It is one of the most sustainable and energy efficient spas in Spain.

### Beauty:

The seal of Spain Luxury Beauty is created with the intent to develop and promote the market for luxury beauty made in Spain at national and international level. Its main challenge is to turn the beauty industry into an ambassador for our country, like the Spanish Cuisine. Cosmetic products made in Spain are present in more than 170 markets; The Spanish cosmetics conquered the world with a cumulative growth of 50% over the last 6 years of exports and the industry invests an average of 120 M € per year in R & D+I.

### Fitness:

The gym industry has to grow back after a fall of 6 consecutive years and remains among the most important in Europe - the fifth most important market in Europe by volume of income -. The model of "low cost" gym has been one of the keys that have enabled the sector out of the crisis. In addition, Spain is the fastest growing European market trend of Cross fit, way of specialization and business innovation.

### Nutrition:

The prevalence of obesity in Spain: we are leaving very quickly the traditional Mediterranean diet. So, we are witnessing campaigns and initiatives to raise awareness of the importance of nutrition and healthy lifestyles. For example, the Alicia Foundation, a center with social vocation and open to everyone, is dedicated to technological innovation in cooking, to improve eating habits and the assessment of the food and gastronomic heritage. Its main objective is that everyone eats better.

### **Wellness Tourism:**

Gran Canaria Spa, Wellness & Health, a public-private initiative, has managed to promote and consolidate the island as a destination for health and wellness. Today, it is a success as Health & Wellness brand internationally.

### **Wellness Communities or Real Estate:**

There is no Project of wellness communities in Spain for the moment like some in UK or United States, or Asia.

### **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?**

Honestly, I do not think so. However, I am convinced that Spain will participate more actively to the growth of the global wellness economy in the future. The sector has started to develop, but it’s not consolidated. The Wellness culture or Wellness tradition almost does not exist as in other neighboring countries such as France. Today, we are witnessing an awakening of Wellness with, for example, the development of alternative medicines, herbal medicine, massage techniques, etc., and in a natural way with the arrival of foreign tourists in search of this type of product. It is true that there are mineral springs centers since the nineteenth century, however, until today, mainly offer some benefit programs for the elderly managed by the government of Spain.

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

The biggest challenge is to enhance the Wellness sector in Spain and we will be able to do only through the education of the staff and the consumers. It is essential to professionalize the sector supporting the training and increasing the level of the general competences and professionalism to all involved in the sector, such as therapists, hoteliers, spa manager, etc. Hoteliers have to understand the importance of an excellent management of the spa and that is achieved by hiring trained and qualified staff. The quality of service is the key factor of success.

For many years the spa was positioned as a luxury product and “a craving”. The crisis has led to a change in consumer habits of the vast majority of Spaniards and a price war settled with a poor quality of the treatments. Today, we must communicate very well the healthy benefits to the consumers. It’s important that the wellness treatments are affordable without losing sight of the quality and healthy benefits: Democratizing without making vulgar. Therefore, government support is vital to build a solid foundation in the industry.

**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.**

To my point of view, this difference is not perceived in Spain. For most people, the word “Wellness” does not have a precise meaning. They do not know how to define it. It is also much misused.

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The logo for Esthetic World features the word "esthetic" in a red, lowercase, sans-serif font, positioned above the word "world" in a smaller, grey, lowercase, sans-serif font. The two words are slightly offset, with "esthetic" appearing to be behind "world".