



# EUROPE: SWITZERLAND

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## **What is making news in your country when it comes to spa and wellness?**

Working more and more with regional and seasonal products to support local producers. Guests care more and more about organic ingredients, packaging and food. The trend is for good solid treatment combinations where you have your massage, facial and manicure and pedicure. Time is still a luxury, so simultaneous mani-pedicure and hairstyling is often sought. Emphasis is on the personal service every spa offers. Customized treatments are well booked.

## **What is happening in your country when it comes to wellness tourism and/or medical tourism?**

We seek increased collaboration with medical wellness providers and aim to attract that market segment. The market in Switzerland is small but high quality, and accordingly pricing and exclusivity are high. Medical treatments are popular among guests from the Middle East, Russia and China. Guests want an experience: medical treatments, hotel, food and spa in one resort in a 5-star environment. The trend is more on non-invasive or minimally-invasive treatments.

## **Please give us one sentence to describe the latest developments in your country for each of these spa categories:**

**What is happening with hotel spas?** Development of destination spas as an overall experience in a single location.

**What is happening with destination spas?** A focus on nature with a connection to a local geographical advantage, like a lake, mountain or hot spring.

**What is happening with hot springs spas?** Switzerland has a lot of hot springs which are also used as clinics or as rehabilitation centers for pre- or post-surgery recovery stays.

## **What has been the general attitude about investing in the spa/wellness arena in 2013?**

Spa is now seen as a “must have” offering and is essential. To maintain high standards, investments are generous and are a key factor of a successful overall guest experience. A spa within a hotel is no longer just an added value; it has become its own profit center which needs to convince the investor.

## **Looking back at the past four decades of spa and wellness, what would you consider “a defining moment?”**

The increasing awareness of the need to invest in health with prevention in mind, and the market’s ability to change from a traditional cure-house to a modern spa with the same aim of prevention. People are much more health-conscious. They realize that performance in their professional and private lives requires them to recuperate actively. Health, fitness and beauty have become a conscious part of their daily lives and they invest in wellbeing using a holistic approach.

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