



Industry Briefing Papers 2016

EUROPE: TURKEY

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

As a founding voice in the world of holistic wellness, Canyon Ranch has the expertise of spending nearly 40 years helping our guests achieve wellbeing. But 2016 marked the first time we've brought our integrative approach to wellness to the global stage with the opening of our first international property, Canyon Ranch Wellness Resort at Kaplankaya, Turkey.

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:

When preparing to launch our brand in an international space, we recognized the importance of understanding our global consumer, particularly in Turkey given that the concept of transformative wellness in a land of ancient healing is gaining in appeal year after year. Therefore, the following notes reflect Turkish perspectives on varying wellness sectors, gathered in our most recent research.

Spas:

Turkish consumers seek total relaxation from spas. They expect their spa experience to be both luxurious (signified by clean, simple aesthetics and thoughtful treatments) as well as total relaxation.

Beauty:

Turkish culture has a high regard for medical grade beauty regimens (not fad type products) and are attracted to global brands that have proven results. Beauty emanates from a rich Mediterranean diet, fitness easily integrated into daily life and regular escape vacations that are stress free and relaxation driven – their life balance is more mature and preventative focused than traditional western cultures.

Fitness:

Turkish consumers define fitness by how well they age. It's an everyday preoccupation that is easy to incorporate into daily life and is seen as an intrinsic element of wellness – both practically and perceptually.

Nutrition:

Turkish consumers have always benefited from a diet that focuses on Mediterranean culinary offerings. Their diet is historically based and timeless.

Wellness Tourism:

The notion of 'simple wellness' is something that is understood, achievable and easily fits into one's daily life. However, complete (or integrated) wellness which is a more complex version of wellness that the Turkish culture believes is difficult to achieve. Simply put, "keeping one's self healthy" can be achieved every day, but complete wellness, "being relaxed", is harder to achieve.

Wellness Communities or Real Estate:

This is an evolving concept in Turkey but one that is quickly being embraced by both younger and more mature demographics. Canyon Ranch Wellness Resort at Kaplankaya includes a significant residential component.

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?

The region is not only breathtaking in its natural beauty, surrounded by significant ruins and archeological sites, but has also been a center of healing since ancient times. The confluence of stunning landscape, rich Mediterranean history and thousands of years of healing tradition, have influenced the selection of services and programs we have available. The cornerstone of health has always stemmed from the significance of the spa and role of the Hamman.

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

Clearly, the current geopolitical situation in Turkey presents the biggest challenge to growing the economy, not just in the wellness sector but in every sector. We are fortunate to have partners that understand the domestic climate and fully embrace the Canyon Ranch Vision. In times of uncertainty and political strife, people need a safe haven to destress, relax and reflect which is what Canyon Ranch's foundation is solidly built on and continues to be a cornerstone for our success.

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.

In Turkey, simple wellness speaks to being healthy, eating healthy, getting enough sleep, being active in fitness and utilizing massage/Hamman and incorporating the above into everyday life. However, wellbeing is less frequent. What is harder to achieve is total relaxation and escaping the everyday stresses of life.

SUBMITTED BY:

Name: Susan E. Docherty and Thomas Klein

Title: CEO and COO

Company: Canyon Ranch

Email: sdocherty@canyonranch.com / tklein@canyonranch.com

Phone Number: Carrie Urtz - Executive Assistant: 1-817-321-1701

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