

# EUROPE: UNITED KINGDOM

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## **1. What is the latest spa and wellness news in your country?**

The spa industry is growing steadily and wellbeing is increasingly being incorporated into everyday routines. There is a developing residential market for spa areas and gym products as the UK becomes more aware of the importance of health and wellness.

Spa areas are becoming more visual with the addition of ornate and elaborate rooms. Horizontal showers, cold therapies, salt injection systems, Kneipp walks and foam treatments are a few of the latest therapies that are now expected from a spa experience.

## **2. The industry is buzzing about wellness technologies. How do you see spa and wellness establishments in your country using wellness technologies now and in the future?**

The basic wellness technologies such as chromotherapy lighting, touchscreen control panels, aromatherapy and entertainment centres with music and TVs will continue to be incorporated into residential and commercial UK spa areas.

New wellness-based developments such as lifestyle monitors will become invaluable in gyms because heart rates, sleep patterns and even sugar levels can be tracked at all times.

However, the more popular the wellness industry becomes, the more we need to beware rogue products and false claims, and to protect ourselves from negative publicity in this area.

### 3. What is happening in your country in terms of wellness tourism?

Every time a new spa opens, the bar is set higher with more luxurious surroundings and the latest state-of-the-art spa and gym facilities. The more specialist spiritual yoga and detox retreats are also becoming increasingly appealing to visitors.

### 4. Please provide one sentence that best describes the latest developments in your country for each of these categories:

**Hotel Spas:** Hotel spas have had to increase their range of facilities as more guests naturally expect a full spa experience as part of their stay, including a comprehensive mix of thermal rooms at varying temperatures and a wide selection of holistic treatments.

**Hot Springs:** Recent investment in the UK's spa towns continues to show in improved facilities within their spas and increased visitor numbers as people turn to natural therapies.

**Corporate and Employee Wellness Programs:** The importance of workplace wellness is becoming more widely recognised as employers strive to maintain a happy, balanced workforce amid rising stress levels and greater time spent at work. A number of companies now offer on-site massages and therapies, educating the workers in how to stay healthy and motivated.

### 5. Fast-forward five years and tell us what you think the spa and wellness industry in your country will look like.

The spa and wellness industry will be flourishing as the UK continues to be educated into the importance of everyday wellbeing. It will be more accessible to all, although keeping the more 'exclusive' retreats for the rich and famous to relax and renew themselves.

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