



# Industry Briefing Papers 2016

## EUROPE: UNITED KINGDOM

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

Tailor-made treatments, bespoke to the individual, mindfulness, genetics, vitamin infusion, short effective treatments for the time poor.

### 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:

Understanding who your clients are and what their needs are.

Beauty:

NA

Fitness:

NA

Nutrition:

Clean eating, vitamin rich diets

Wellness Tourism:

NA

Wellness Communities or Real Estate:

NA

### 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?

Facials and Skincare

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

Deal sites, changing the perception from a pamper treat to treatments becoming a lifestyle choice.

**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.**

Generally, the word wellness is more widely used, and is used in reference to a holistic approach, whereas well-being is used in reference to your health.

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