



BMIH6007: International Meetings Management for the Hotel Industry

Winter Wellness Festival 2024 –
Rejuvenate in the Snow

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Introduction to the Event

What is the Winter Wellness Festival?

- Winter Wellness Festival 2024 is a luxury, nature and holistic well-being winter retreat. This is an event to relieve the stress and fatigue of high-pressured working professionals looking at rejuvenating themselves through outdoor winter sports, wellness activities (yoga, mediation) and mental health workshops.
- The festival responds to the growing interest in wellness tourism, a sector that has become increasingly important since the pandemic (Clerici et al. 2023; Zhong et al. 2021).

Event Focus & Concept



Key Elements of the Event:



Outdoor winter activities like snow hiking and skiing, combined with yoga and meditation in the snow have become popular (Sthapit et al., 2022; Denning, 2013).



Mental health and nutrition workshops are tapping into the rising trends of wellness tourism, spurred by the rising demand of medical and health tourism (Cooper, 2015).



For instance, alpine spa treatments, such as saunas and snow pools, are necessary to realise the ideas for the festival to be immersive and relaxing (Voigt et al., 2016).



Nature and Theme:



The nature + wellness event takes on a luxury winter setting that aligns with the trends of health and wellness tourism (Csirmaz & Pető, 2015; Zhong et al., 2021).

Market Factors – Target Audience

Who is the Target Market?

- It is envisioned to be a festival for corporate professionals, wellness enthusiasts and affluent individuals, 30 to 50 years of age (Clerici et al., 2023; Cooper, 2015).
- Intended for those employed in high stress industries including finance and tech, the focus is towards exclusive, high-end wellness retreats in order to serve those in the top brackets of their own industry by improving their health and wellbeing (Helmreich et al., 2015).

Demand:

- Increasingly, wellness tourism, especially in luxury settings, has a sizable post pandemic market for retreats that focus on stress reduction and health (Voigt et al., 2016; Csirmaz & Pető, 2015).
- As the demand for winter tourism in Switzerland has been seeing growth, the event is quite relevant (Falk, 2015).

Market Factors – Demand & Competition

Market Demand:

- The global wellness tourism market is expanding rapidly, due to an increase in demand for luxury wellness retreats after the COVID-19 (Clerici et al., 2023; Hekmat et al., 2022).
- Both winter and wellness tourism demand is booming and Switzerland is a top destination for both offering the perfect set up for a high-end event like this (Bürki et al., 2007; Denning, 2013).

Competition:

- Traditional winter ski resorts as well as wellness centres are all in competition but none of them offer the combination of adventure and luxury winter setting. This distinction makes the event competitive (Sthapit et al., 2022; Bausch & Unseld, 2018).

Operational Factors – Location & Venue Availability

Proposed Venue:

The Winter Wellness Festival will take place in St. Moritz, Switzerland, a luxury winter resort and wellness offering. Rixen et al., (2011) find that it is a perfect combination of natural beauty and high-end wellness services.

Venue Availability:

By being accessible in December 2024, just before tapping into peak holiday season, the venue will assure exclusivity and availability of resources (Abegg et al., 2008; Elsasser & Bürki, 2002).

Suitability of Venue:

Luxury, privacy and access to winter sports activities is what St. Moritz has to offer. Furthermore, it provides the ideal setting for all operational needs in a large-scale wellness event (Bürki et al., 2007; Klein et al., 2016).

Operational Factors – Staffing and Resources

Staffing Requirements:



Yoga and meditation instructors: £30,000
Winter sports guides and instructors: £20,000
Nutrition and mental health experts for workshops: £15,000
Event management and hospitality staff: £40,000 (Sthapit et al., 2022; Cooper, 2015).

Resources Needed:

Yoga equipment and wellness-related gear: £5,000
These catering services using local organic produce are a part of the wellness tourism trends (Witting & Schmude, 2019).
Spa facilities for alpine treatments: £50,000 (Rixen et al., 2011).
Outdoor tents, lighting, and logistics: £10,000 (Koenig & Abegg, 1997).

Operational Factors – Catering, Lighting, and Parking

Catering and Food:

- The wellness side of things will be highlighted in the event, focusing on the quality of organic gourmet meals sourced from local Swiss producers (Witting & Schmude, 2019).
- The event will offer sustainable and health-conscious food, following the trend of wellness and medical tourism around world (Zhong et al., 2021).

Lighting and Sound:

- For evening events we will set professional lighting and for workshops and yoga sessions we will have sound systems (Marty, 2013). The overall wellness experience will be enhanced with soft ambient lights.

Parking and Transport:

- Major Swiss airports (Zurich, Geneva) will be served by shuttle and VIP parking will be made for exclusive attendees (Bürki et al., 2007).

Financial Factors – Cost Breakdown



Predicted Costs:



Venue rental: £100,000 (Abegg et al., 2007; Abegg et al., 2008)



Staffing: £105,000 (Sthapit et al., 2022)



Marketing and promotions: £30,000



Equipment (yoga, outdoor gear): £5,000

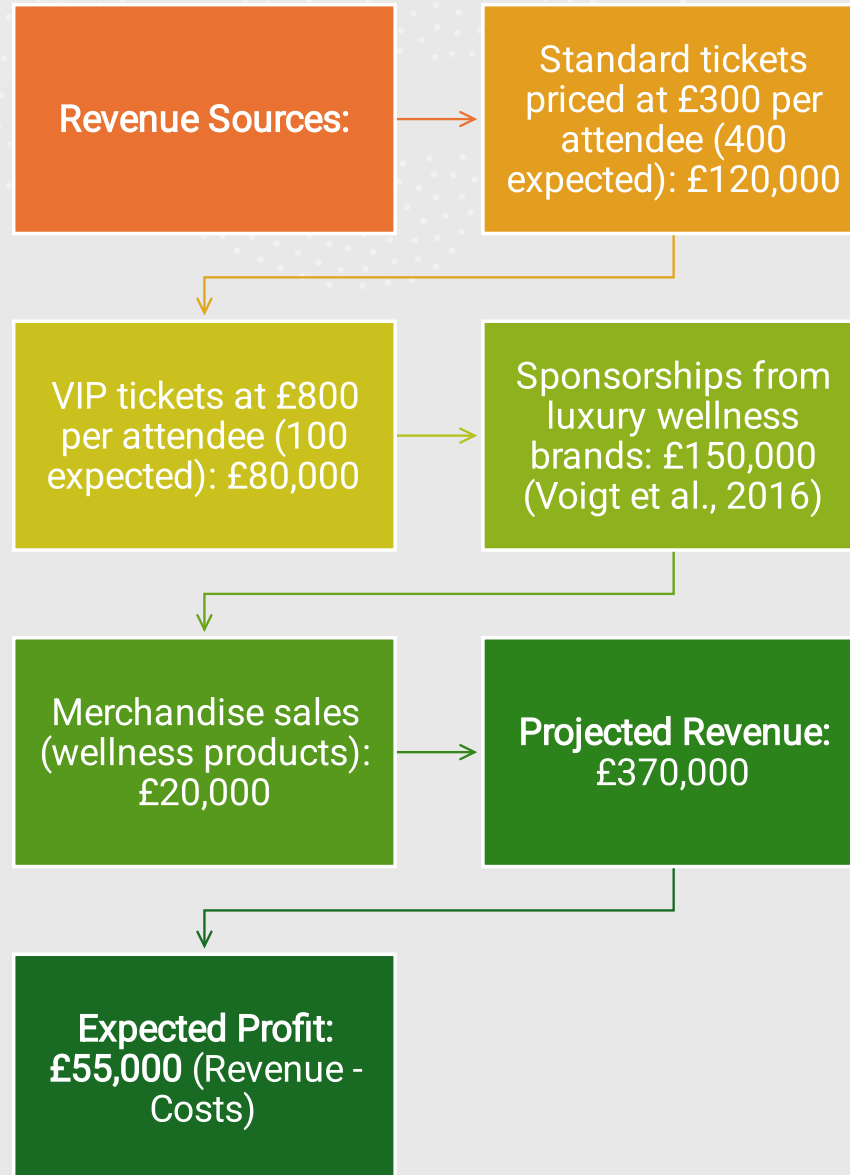


Catering and accommodation: £75,000 (Klein et al., 2016)



Total Predicted Cost: £315,000

Financial Factors – Revenue and Funding



Conclusion & Feasibility Analysis

Event Feasibility:

Strong market demand and operational support in Switzerland makes The Winter Wellness Festival possible. Currently, wellness tourism in the luxury segment is still an attractive destination, which includes the Alps (Bausch & Gartner, 2020; Klein et al., 2016).

The alpine region where the festival takes place has also been a victim to climate change, however the festival will occur in December which will provide the best conditions for winter activities (Elsasser & Bürki, 2002; Marty, 2013).

Final Thoughts:

Winter Wellness Festival presents a great chance of promoting holistic wellbeing and luxury tourism. Because of its mix of wellness and adventure, plus its strategic placement, it will be a memorable, health-improving and lucrative event (Voigt et al., 2016; Denning, 2013).

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