

CONTEMPORARY THEMES

HEALTH & Wellness

..the Miracles of
Health & Wellness within the
International
Hospitality & Tourism
Industry

May 2020

Sheikh Ahmed
Student ID: 1711154

*The Miracles of Health & Wellness within the International
Hospitality & Tourism Industry*

Various Motives

- Health Conscious/Solutions

Fitness: worldwide obesity has tripled since 1975 – WHO
People are interested in maintaining health whilst travelling



- Medical & Beauty

Back Injury, cosmetic surgery – aesthetic/beauty: nose, skin and hair



- The need for breaks - Timeout

Financial, occupational.. Hideaway therapies/treatments



- Social

For social media to gain popularity, socialise - part of club/society making friends/interaction or new experiences



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Industry Demand



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What is currently available?

*Wellness Spa's | Yoga Retreats | Medical Spa's | Sports & Adventure
Educational Wellness | Detox & Weight-loss | Club Memberships*



VICHY CÉLESTINS

VICHY - FRANCE

ALTAIRE

MEDICAL SPA

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Health & Wellness In the Indian Himalayas



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From meandering forest paths to challenging off-road mountain trails. Get your heart pumping and feel alive with a Himalayan mountain biking experience.

Notes

- The Oaks & Orchards Trail. Level: Intermediate. Minimum 1-2 hours.
- The Sylvan Trail. Level: Intermediate. Minimum 3 hours.
- All trails include a bike, protective wear and a guide.
- Car transfers chargeable (INR 4281 for half day) as per requirement.

Duration

1 to 3 hours.

Price

INR 950 per person per hour.

INR 4,281, car charge for half day.

* Price excludes taxes.

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Farm to Fork Dining.

Let us take you on a culinary journey with our chef, starting from our very own kitchen gardens. Discover a wide variety of Indian herbs and ...

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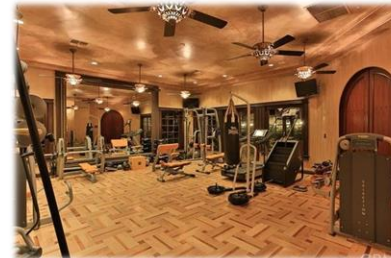
References:
Deloitte (2019).
The International Health, Racquet
and Sports Club Association (2020)

HEALTH & Wellness MEMBERSHIPS

- Budget, low cost gym memberships is continuing to rise – there were 62.2 million gym members in 2018, 3.5% increase
- Lifestyle (Boutique) Spa and fitness memberships is continuing to thrive – the subsector/ division is booming as millennials continue to more for privacy and specialised offerings – between 2013-2017 boutique/ luxury fitness grew by 121%
- Most venues provide new resources for example, fitness technology, relaxation facilities and provide members with smart services – online fitness class bookings and basic fitness apps
 - Available Internationally and suited for everyday health and wellness



BUDGET
low COST



Boutique - Lifestyle Wellness



Yoga!



The Absolute Sanctuary, Thailand

- *Yogi Experts*
- *25 Yoga classes per week*
- *Yoga with panoramic ocean sea views*



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Medical & Cosmetic

BODY CONTOURING

FILLER

INJECTABLE TREATMENTS

LASER TREATMENTS

NATURAL
ENHANCEMENT

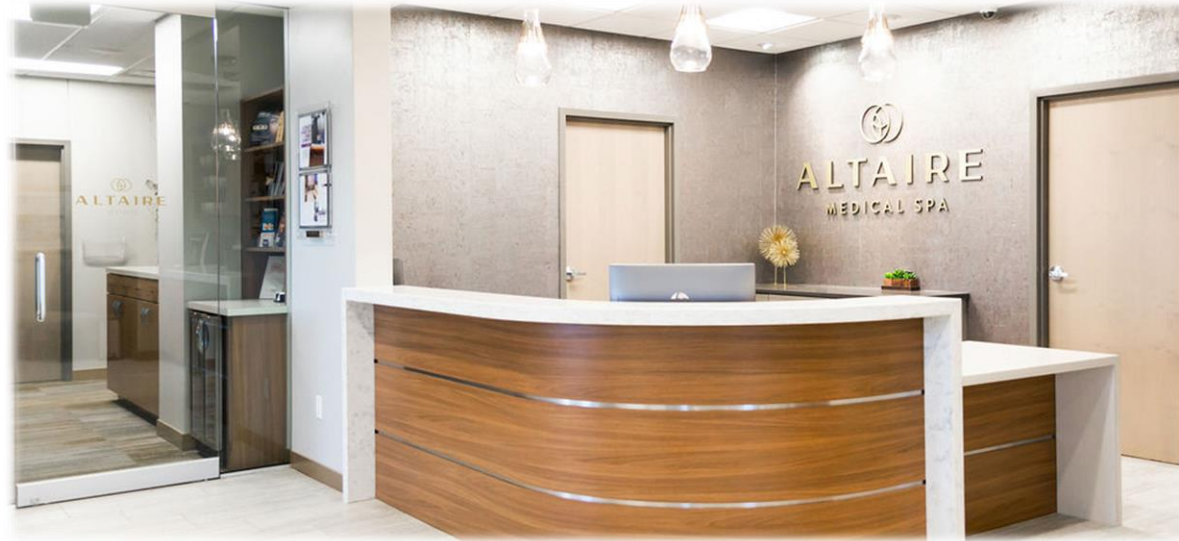
AESTHETIC CARE

MASSAGE THERAPY



ALTAIRE

MEDICAL SPA



ALTAIRE
CLINIC



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Be Adventurous!



Fitness and Adventure Retreats

- *Create fantastic memories and great stories, enhancing your health along the way - Health Journeys*
 - *week long fitness retreat*
 - *work out with top fitness and yoga trainers*
 - *eat healthy, delicious food and enjoy a great vacation*
- *water-skiing, surfing, jet-skiing or just relax on the beach, nightlife,*
 - *all types of water sports*
 - *world class dining*
 - *shopping*
 - *Nightlife*
 - *Golf*
 - *Tennis*
 - *Cricket*
 - *horse racing and polo are also extremely popular.*
- *The capital, Bridgetown, is a UNESCO world heritage site. It is also home to the world's oldest Rum Distillery, which has been producing rum since 1703.*



LEARN WHILE TRAVELLING!

Educational Wellness Holidays

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Learning something new can be a good distraction, therapeutic and help increase mindfulness capabilities. There are wellness places where travellers can have fun learning adventures; learn a new language, learn to cook, or sports

- *Available throughout the world:*

Europe, North America, Mexico & Central America, Caribbean, South America, and Asia

- *Various Traveller types:*

Solo Travellers, College/ University Students, Teens, Groups, Families, and Adults over 50



THE BERTINET KITCHEN
cookery school

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Wellness SPA..



SUPERIOR
★★★★★
HOTEL
TANNENHOF
St. Anton am Arlberg



Example:

- *Luxury Wellness Spa Treatments and multiple thermal suites*
- *Nutritious Gourmet Food*
 - *Ski Hotel*



Detox!

VICHY CÉLESTINS

VICHY - FRANCE



DETOX CURE TREATMENTS PROGRAMME

HEALTH

According to the Vichy Method

*We recommend 6 days
Proposed for a minimum stay
4 days & 4 nights*

- › **1 Medical consultation + medical prescription for Vichy thermal water drinking cure**
- › **2 Dietetic consultations** (nutritional assessment and monitoring) + Oligoscan analysis
- › **1 Trilogy of « Signature » treatments with Vichy thermal water, each day:**1
Hydromassage Bath with Vichy thermal water alternating every other day with an invigorating jet shower; 1 Phyto-mineral Mud Wrap; 1 Vichy thermal water shower and a 2 hand massage
- › **1 Expert care treatment each day:** Endermologie™ body LPG®; Enteroclysis; Iyashi Dôme®; Body Cryotherapy®
- › **1 Bol d'air Jacquier® session every day**
- › **Progressive and regular physical activities:** 1 Personalised sports coaching session, 2 group sessions in the thermal water pool + free group fitness sessions
- › **Thermal Spa Pass:** free access to the Vichy Thermal Spa relaxation area: all about the Thermal Spa Pass !

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Wellness HOTELS
MODERN, SECLUDED, LOW ENERGY
EFFICIENT, SELF-SUSTAINING &
DIGITALLY CONNECTED

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TRENDING

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Wellness HOTELS

- MODERN
- SECLUDED & DISCREET
- UNHARMING NATURAL RESOURCES
- LOW ENERGY EFFICIENT &
- DIGITALLY CONNECTED

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TRENDING



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Wellness HOTELS

MODERN, SECLUDED, LOW ENERGY
EFFICIENT, SELF-SUSTAINING &
DIGITALLY CONNECTED INCLUDING
BIO-TRACKING FOR OPTIMAL HEALTH
AND WELLNESS

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Eco-Friendly HOTELS

WORKING IN LINE WITH THE
2030 SUSTAINABILITY AGENDA

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Wellness HOTELS

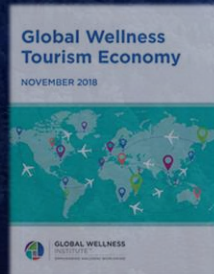
- MODERN
- SECLUDED & DISCREET
- UNHARMING NATURAL RESOURCES
- LOW ENERGY EFFICIENT &
- DIGITALLY CONNECTED

Wellness
2030

'New Technologies of Happiness'



GLOBAL WELLNESS
INSTITUTE™
EMPOWERING WELLNESS WORLDWIDE



- Forecast is based on the perspectives of so many experts worldwide, including economists, academics, futurists and the CEOs of international corporations from all related fields within the \$4.5 trillion wellness economy. This unique input makes for a powerfully informed set of global predictions.
- Wellness tourism is a \$639 billion market in 2017, projected to reach \$919 billion by 2022
- Wellness tourism grew by 6.5 percent annually from 2015–2017, more than twice as fast as tourism overall (3.2 percent annually, based on Euromonitor data).

The Future of Health & Wellness

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CONNECTED