

STANDORT

[standortagentur tirol] : [wellness] [health] [tourism] [hardware] [lifestyle] [innovation] [economy] [research] : [global wellness summit]

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THE LATEST NEWS FROM STANDORTAGENTUR TIROL

Special Edition

At the Cradle of Wellness Tourism

The tenth Global Wellness Summit sees the wellness industry come together in Kitzbühel, where it will both look back on the past and cast a glance into the future.

Even though it may be unusual for a US-dominated event to look into the past, we would still like to do so at the Global Wellness Summit in Kitzbühel," Franz Linser expands on the summit's motto, which is "Back to the Future." However, as the wellness expert quickly admits: "This will not be a nostalgic patting each other on the shoulder." The idea, much rather, is to take a look at past prognoses from the point of view of whether they have come true or not, whether the experience has been a positive one or not. And Linser dares to predict: "The answer is an extremely positive one. And, it seems to me, for a simple reason: wellness in its comprehensive form has become absolute mainstream. Wellness is not just present at hotels, in the meantime it is also present in our very lives."

An everyday presence that also finds expression in the (invited) guests of the summit. Around five hundred top representatives, not only from the hotel industry, tourism, wellness and fitness, but also from the fields of beauty, finance, medicine, architecture, design, realty, manufacture and technology, one year after the summit in the metropolis Mexico City now make their way to the "little Alpine town" of Kitzbühel.

That Tyrol is a worthy location for the anniversary event is also confirmed by Susie Ellies, President & CEO Global Wellness Summit, by saying that the congress was thus returning "to the cradle of wellness tourism." After all, this place, just as Austria in general, was "the



Picture: Standardagentur Tyrol

Besides winter sport and mountain adventure, guests are attracted to Tyrol by world-class wellness.

first country, twenty-five years ago, where people knew how to wrap up wellness intelligently and market it." Today, besides winter sport and mountain adventure, it is exclusive wellness landscapes and professional health packages that are the reasons for guests from Austria and abroad for deciding on a holiday in Tyrol.

Yet time, when it comes to wellness, has not stood still in Tyrol. The industry has moved away from exclusive wellness packages, which the guest merely takes advantage of as a bonus, and towards holistic concepts – coming with the local touch, such as alpine wellness packages relying on the health effects of the alpine altitudes, or on specialties such as massages with rock oil, innovative timber

construction, or using local organic produce in the kitchens.


"Tyrol's great credibility in the field of wellness" is also underlined by Tyrol's Governor Günther Platter, who refers e.g. to the Cluster Wellness Tirol which in the meantime lists no less than 105 businesses, "that generate a turnover of 461 million euro per year and employ some 7,000 people." People who, in the Tyrolean wellness tourism, work mainly in family-run businesses. In this light, as Franz Linser points out, Kitzbühel is the perfect location: "We put up the delegates as we put up our guests – in family-run, small establishments. Where you can't help but take in the place, enjoy looking at people. That, in Tyrol, is part of a wellness holiday."]

Tyrol is not only one of the global tourist hotspots, Tyrol has also long since established itself as a pulsating, innovative business location on an international stage. The country relies on a healthy sectoral mix of trade, industry and tourism. Among our companies are both world market leaders and niche specialists, as well as hidden champions. The success of these businesses, not least is founded on the close cooperation with the local universities and research institutions, together with whom they develop innovations and thus secure a competitive edge. This cooperation has been supported by the State of Tyrol with 40.8 million euro in subsidies in the year 2015 alone, with an overall project volume of around 403 million euro.

In the fields of health and medicine too Tyrol is among the leaders. Top level research, world-class medical scientists, successful enterprises, state-of-the-art infrastructure, athletic, health-conscious people, and the surrounding nature – they all together, like pieces of a puzzle, make up the successful Tyrolean health management. Thus, for example, scientists in Tyrol are working on a new treatment for tumors on the basis of cancer-killing viruses.

What also makes the country stand out against its international competitors is the strategic decision to link up the Tyrolean know-how in health, technology and tourism. The vision behind this is to develop Tyrol into a Smart Region and the most popular power place of the Alpine world. We can achieve this by deliberately promoting lighthouse projects that serve to highlight the Tyrolean competences. Wellness and health in this context naturally play a central role.

The fact that the Global Wellness Summit, the most important get-together of the industry, is taking place in Tyrol on the occasion of its tenth anniversary, pleases me enormously. A better place for promoting this synergy of technology, health and tourism than Tyrol, I am sure, would be hard to find.

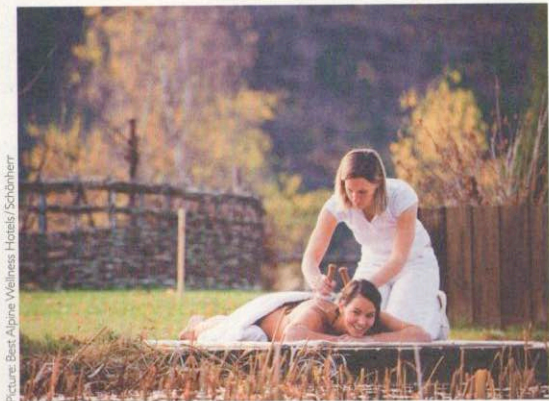
 **PATRIZIA ZOLLER-FRISCHAUF**
Minister for Economic Affairs,
Province of Tyrol

SUMMIT HISTORY

The first Global Wellness Summit – in those days called Global Spa Summit – took place in New York, in 2007, in order to give leaders and pioneers in the field an opportunity to discuss the future of the industry. In 2008, the second summit was held in the Big Apple, after which the international wellness conference took to the road: Interlaken 2009, Istanbul 2010, and Bali 2011. One year later, industry representatives met for the first time in Aspen under the banner Global Spa & Wellness Summit, then in New Delhi in 2013, and in Marrakesh in 2014. As Global Wellness Summit the event first took place in Mexico City, in 2015. To the honor of hosting the conference on its tenth anniversary, Kitzbühel beat co-candidates the United Arab Emirates, Singapore, and New Zealand. And so the biggest international wellness congress for invited guests in 2016 sets up shop at the foot of the Hahnenkamm.

Precious Wellness Guests

According to the updated research report of the Global Wellness Institute, the worldwide wellness market is worth some 3.4 trillion dollars and thus three times as much as the entire drug industry. And the growth rates of the sector too are impressive. Wellness tourism, seen on a global scale, grows by some 50 per cent faster than tourism in general. As a mainstay of the wellness industry, wellness tourism turns over around 500 billion dollars. From an international perspective, Europe, with around 216 million wellness trips a year, is the number one. Austria, according to the report, occupies the top spot when it comes to profits per head from wellness tourism and is the fifth biggest market in the world. Austria's turnover in the field of wellness tourism in 2015 amounted to some 12.7 billion euro. And the wellness guest is a very precious guest, as some Tyrolean statistics are showing. Their daily expenditures in winter are 143 euro and thus much higher than the Tyrolean average, which is 119 euro. And also in summer the wellness guest spends considerably more than average, namely 158 as compared to 123 euro.



Picture: Best Alpine Wellness Hotels / Schönherr