

Wellness-Trends 2013

- Guest studies from wellness travel organizer beauty24 and Wellness Hotels & Resorts conducted by the GfK show the trends and developments in wellness travel
- Hotelier surveys for the partner hotels from Wellness Hotels & Resorts and beauty24 present new developments in wellness hotels

Wellness business further on the rise

Berlin, 06 March 2013. The wellness business has grown up. It is now 20 years old and much has changed. However, some things stay the same: Growth has continued unimpeded. This is confirmed by the hotelier survey of the wellness travel organizer beauty24 and Wellness Hotels & Resorts with the help of the partner hoteliers. In 2012 more than half of the wellness hoteliers reported an increasing demand for wellness services. Almost 65 percent expected growth to continue in 2013. The analysis of the travel market by GfK TravelScope also shows above-average growth: The market share of wellness travel has increased by 24 percent, the general travel market, in contrast, only by 7 percent. The wellness business also profited from shorter travel periods, because short trips remain highly popular. However, wellness does not always necessarily mean growth. Not all sectors experience growth. What are the business trends for 2013 and where is wellness heading? Wellness Hotels & Resorts and beauty24 get to the bottom of these questions in their hotelier survey and in cooperation with the GfK the wishes of the wellness guests are closely examined for a second time.

The Wellness Trends 2013

1. Wellness in the Rush Hour of Life

The main target audience and the more profitable clientele for wellness besides couples are and remain the age group 30-49. No surprise, because during this phase, many people have the most stress in many parts of their lives: finding a partner, establishing and advancing a career and, maybe getting married, starting a family and just trying to balance all these demands – and it all happens so fast.

In the rush hour of life, sometimes people just need to pull over and take a nap at the rest stop. A break that often comes under the name of wellness. If the reasons for wellness are closely examined for these types of guests, it quickly becomes clear how many demands life makes on them. “Coming down from everyday stress is the main goal for 93 percent of people between 30 and 49 years old – in comparison considerably more than the 87 percent asked of all ages”, explains Antonino Minneci, marketing consultant at the GfK. Wellness is also used to avoid burnout. Where the general public recorded 53.5 percent, more than 60 percent of the 30-49 year olds gave avoiding burnout as the main reason for a wellness holiday.

Spending time together with the partner, was also very important for those interested in wellness. This is another significant reason for over 61 percent. A wellness holiday also provided the balance that is so desperately desired in this stress-filled life phase. “When everything comes together in the rush hour of life, the wish for an island of relaxation is especially pronounced. And wellness is the right way to achieve this balance. We can see this trend in our booking numbers: Nowadays, every second booking comes from this age group”, explains Roland Fricke, managing director of beauty24.

However, only 22.9 percent in this age group is prepared to spend their holidays attending training seminars from experts about stress management. “To be able to deal with stress over the long run, stress factors have to be recognized and identified. Since many causes of stress come from private life, a holistic approach to changing behaviour is needed, which most people experience as “uncomfortable”. Therefore,

many prefer short-term relaxation to a more involved personality coaching”, according to Michael Altewischer, managing director of Wellness Hotels & Resorts.

The following detail from the hotelier survey shows how important this age group is for a wellness hotel: The hoteliers expected the highest growth for this age group in 2013. Almost 76 percent see this as a huge potential.

2. Potential for Growth: Family

The trend, seen last year quite clearly, is gaining even more ground this year: The new target group family is growing. This is also confirmed by Antonino Minneci of the GfK, “The family holiday is increasingly being booked as a wellness holiday”.

The hoteliers confirm this development. In 2012, once again 12.41 percent showed an increasing demand. That’s why even more hoteliers are offering apartments or holiday rentals especially for families, together with child care services. The use of the pool is sometime a touchy subject for family wellness holidays. Couples who want to spend a romantic weekend together do not appreciate children splashing around. “Wellness holidays and children are two ideas that are no longer mutually exclusive. From my own experience, I can say that when both of my boys are having a good time in the pool, I can really relax as a dad in the wellness hotel when I know for sure that the other guests are not being disturbed. Clear rules for pools and sauna times are an advantage for all parties”, says Roland Fricke of beauty24.

The hoteliers now face the challenge of catering to these conflicting needs. And they have reacted: In comparison to last year, another 13.78 percent of hoteliers offer, for example, children-free time in the wellness areas. This is also in the interest of the families, who also wish for clear guidelines for when children may use the spa area and therefore can save themselves the discussion with the other guests. Michael Altewischer sees differentiation as an opportunity: “It is necessary to take a position. ‘Do I have a holiday hotel with a wellness service or do I have a hotel whose main competency is wellness? Do I want to attract families with children or do I as a hotelier want to focus on guests who are looking for peace and relaxation? Does the offer stress prevention or fun and lifestyle?’ It follows that clear guidelines that can be understood and accepted by the employees as well as the guests can be developed”.

The following detail shows that there is considerably more growth potential in the family target group: More than a third of all families want to spend more money for wellness this year. This corresponds to an increase of almost 22 percent compared with last year.

3. Potential Up Selling: Wish and Reality

The fact is that the wellness market is growing. Despite this, a wellness hotel does not run itself and additional revenue is not easy to generate. But short-term growth can also be achieved without waiting for long-term investments to pay off. Thus short-term growth potential can be realized with the help of so-called up-selling, sales of additional products or services directly in the hotel. “Five of six wellness guests especially appreciate the possibility of being able to book spa treatments, such as massages, baths, or peelings, in a wellness hotel also without an appointment”, according to Antonino Minneci of the GfK. This isn’t always possible, because especially on the weekends favoured by wellness guests, all appointments are fully booked. Most experienced wellness guests know this and 80.29 percent of them book ahead of time. This is confirmed also by Roland Fricke: “Anyone who books a wellness hotel without health treatments runs the risk of leaving empty handed. Our many years of experience clearly show this. Especially on well-booked weekends, hotels are not able to accommodate the immediate wishes of customers for more intensive treatments. We expressly recommend that our customers book wellness treatments well in advance. Thus, we can ensure access from the very beginning and there is no room for disappointment.” But sometimes reality and wishes clash, because what the guests want is not always available. The hotelier has to pre-plan for room and personnel to keep costs down and avoid downtime. “Creativity is demanded

to bridge the wish of the guests with the reality of the hotel”, says Michael Altewischer. “For example, wellness hotels offer the possibility to book the so-called “time for me” in advance. The guests have reserved a certain time period for themselves and can quickly decide with the spa service which treatment the guests would like. Additionally, we advise wellness hotels, if it is possible, to hold a spa therapist and room free and to make appointments on the day of the service. This way, certain treatments can also be booked spontaneously and nobody is disappointed”. This is where the actual niche for up-selling can be found. This doesn’t mean that the whole spa programme should be reserved only for same-day booking, even though over two-thirds of the wellness guests would like to have a large selection of treatments in the wellness hotel. “The guests have to realize that is very difficult to offer a huge selection of high-quality treatments and that a limited amount of effective treatments is often better”, explains Altewischer. “This is like the difference between the lunch and dinner menu in a restaurant: nobody expects to find the complete selection on the lunch menu”, added Fricke.

Details about the survey

The hotelier survey of 137 partner hotels was carried out by beauty24 and Wellness-Hotels & Resorts from December 2012 to January 2013. The guest study about the wellness trends of 2013 was carried by the GfK on the behalf of beauty24 and Wellness-Hotels & Resorts in December 2012. This is an online survey of households of the GfK TravelScope about the topic spa trends 2013. Sample n = 2,155 households with fundamental interest in wellness, representative for the German online population.

Observations about travel behaviour come from the GfK-TravelScope.

About beauty24.de - Germany's No. 1 for online wellness travel

beauty24 is one of the largest wellness tour operators and intermediates for exclusive and high-quality beauty and wellness holidays in Germany. Under the motto “I live wellness”, customers may choose among 8.000 wellness programmes in over 650 hotels, day spas and thermal baths worldwide. The GfK WebValue which was progressed from GfK Travelscope affirms for the third time since 2010: beauty24 is the most far-reaching website for wellness travel in Germany. For beauty24 wellness holidays are an essential element of a healthy lifestyle. beauty24 wellness holidays may be booked online on www.beauty24.de, TV channels and direct sales. The wellness consultants are available to clients from 9 am to 7 pm over the free wellness hotline 0800 / 24 000 44 or via e-mail under service@beauty24.de. beauty24 guarantees high customer satisfaction through constant quality management. The company was founded in 2000.

About Wellness-Hotels & Resorts

The Wellness-Hotels & Resorts (wellness-hotels-resorts.com) cooperation is the number one choice for holiday makers when searching for ‘wellness in a hotel’ and has been at the top of the German speaking wellness hotel industry since 1997. Since its establishment, the carefully selected pioneers joining the cooperation are mostly owner-operated German wellness hotels as well as international partners in the 4 and 5 star sectors. Independent control boards (German TÜV) audit the hotels in aspects such as generosity, innovation and sustainability of the spa area. The latest catalogue can be ordered at www.wellness-hotels-resorts.com or by telephone on +49 (0)211 679 69 69.

On GfK

GfK is one of the largest market research companies worldwide. Their 11,000 employees research how people live, think and consume. GfK focuses on permanent innovations and intelligent solutions. As a result, GfK delivers knowledge that companies require to understand the people who are most important to them, to over 100 countries: their customers. On the Survey: With GfK MobilityMonitor, GfK Mobility continuously measures all trips by some form of transport over 50 km on all occasions, by people in private households in a fixed, representative sample of net 20,000 households/45,000 people. It is the aim of the instrument to analyze the overall mobility behavior across occasions and means of transport as well as monitoring the changes in the mobility behavior of individuals over the entire time span. The GfK Media Efficiency Panel provides electronically measured data of TV and online use, single sourced and links it with the mobility and booking behavior of the German population, and makes it available, in a subset of the sample of the GfK MobilityMonitor.

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