

ITB Experts Forum Wellness 2010

Date: March 11th, 2010

Time: 4.20 pm – 4.55 pm

Topic: Spirituality in Spa and Health Tourism – Mind offers for mind treatments

Health Tourism as part of Health economy and engine of the Tourism industry still ranks among the dynamic market segments.

In the field of market research and marketing consulting, the Institute for Leisure Economics in Munich attends for almost 10 years to this sustainable touristic growth segment amongst other markets. With its market study “Health Care Tourism of the Germans until 2020: Market Potential for Health Care, Anti-Aging, (Medical) Spa and Beauty Vacation” it fortifies its established reputation.

The market researchers of the Institute for Leisure Economics, Munich, now intend to enhance it to the next level and examine this market of Health Tourism in detail to the subject “Spirituality”.

Tourism industry represents a continuously growing market in quest of something new. So currently traveling with a religious or spiritual background emerges as a new trend. Particularly the expression “Spirituality” is already listed as new “vogue term”.

Spiritual traveling, Spiritual events, holistic wellness and even the Spiritual coach are part of the agenda.

Spiritual Tourism assigns at the moment rather to Cultural Tourism, whereas interesting approaches are to find – depending on definition – just as well within Spa and Health Tourism.

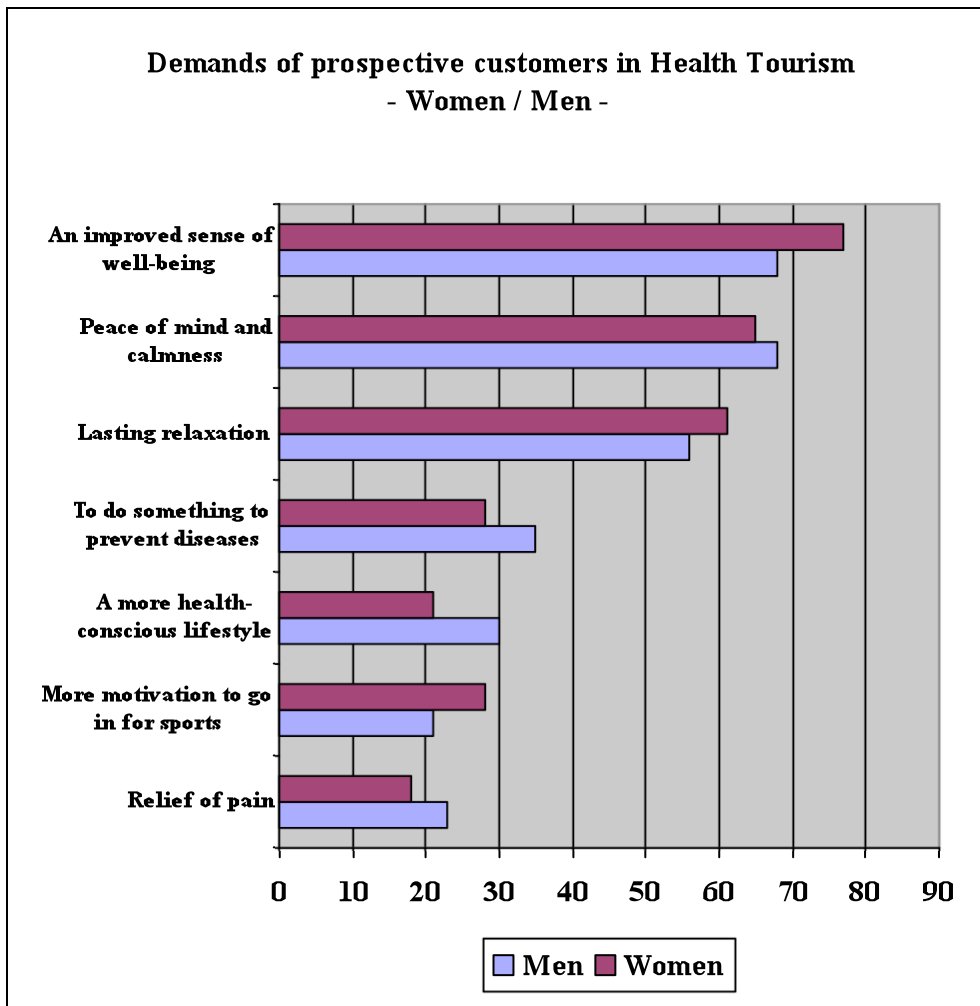
Spiritual Tourism contains amongst others visits or visitations of religious sites or buildings, of magic or mythic places as well as pilgrimages, retreats and stays at monasteries, churchly / religious institutions and ashrams.

Mainly the XXth World Youth Day 2005 in Cologne with more than 800,000 registered pilgrims and besides the bestseller "Ich bin dann mal weg" ("I'm off then") by author Hape Kerkeling boosted the increasing popularity of originally religiousness-conditioned and caused travels. With more than 3 million sold copies since its release in 2006 "I'm Off Then" is considered as most successful German non-fiction book. By the year 2007 the quantity of pilgrims on the "Way of St. James" ("El Camino de Santiago") increased by 71 %, what comes up to an increase of all seven preceded years and is characterized as so called "Kerkeling effect".

It will be now interesting to see if and how Health resorts / towns, Spa and Health hotels and other service companies of the fields of Spa and Health will attend to this subject

Particularly in today's fast moving time, with hectic rush and bustle in both professional as well as private everyday life, places of calmness and silence become more and more relevant. People request places to recover, to contemplate. Motives like self-discovery, to find one's own center, to introvert, to bring the soul into balance, to experience silence, search for meaningfulness, for orientation and self-awareness are mentioned repeatedly.

Solely 68 % of men and 65 % of women demand peace of mind and calmness of their Spa and Health vacation (see also chart, page 3)



© Institute for Leisure Economics, Munich 2010

According to many experts today's practiced Spa and Health offers care mainly about physical aspects of the guests. The opportunities to have a positive influence on both health and well-being of the guests by spiritual offers remain broadly unutilized.

Based on examples, the presentation depicts how the market turns out to be by the supply side and which possibilities exist for the future.

Institute for Leisure Economics GmbH

Dipl. Betriebswirtin Alexandra Graf

Englschalkinger Str. 194, D – 81927 München / Germany

Tel: +49 (0)89 – 93 30 71, Fax: +49 (0)89 – 93 02 801

eMail: info@ff-freizeitwirtschaft.de

www.leisureeconomics.eu

Further information on topical market studies for dynamic suppliers:

- Report: 138 Health & Spa offers – Acceptance, target groups, market potentials
- Health Care Tourism of the Germans until 2020: Market Potential for Health Care, Anti-Aging, (Medical) Spa and Beauty Vacation
- Tourism of the Generation 50+: Market analysis + potentials 2020
- Water parks · Hot Springs · Spas: Market analysis + prospects 2020

you will find on: www.leisureeconomics.eu / www.ff-freizeitwirtschaft.de