



## QUHEP Workshop

Health Tourism:  
A look into the future

07.03.2018  
Berlin/Germany

# How will the health market develop in 2018? What are the trends from a tour operators point of view

Claudia Wagner, Managing Director FIT Reisen





**We live in a golden age of the “wellness vacation”, a sort of hybrid retreat, boot camp, spa and roving therapy session that promises to refresh body and mind and send you back to your life more whole.**

Sadie Stein US Journalist

**Thermal Cure, Medical Wellness & Health Spas**

**Ayurveda, Yoga, Traditional Chinese/European Medicin**

**Wellbeing, Relaxation & Beauty**

**Healthy Nutrition: Detox , Fasting & Weight Management**

**Forest and Alpine Wellness, Pure Nature Experience**

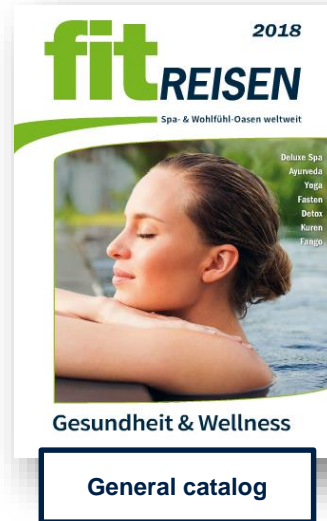
**Fit Reisen Deluxe World's Best Spa & Wellness Resort**

**Special Themes, Active Leisure**

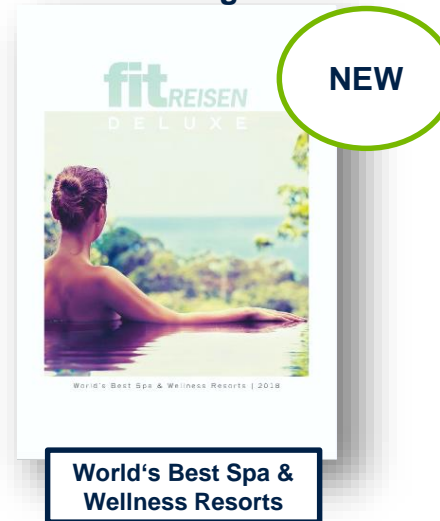
**SINCE  
MORE  
THAN 40  
YEARS**

# Fit Reisen Catalogs 2018: Theme Diversification

Annual Catalog 2018



Deluxe Catalog 2018



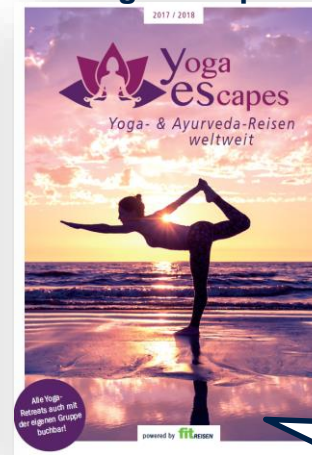
Cure and Vital 2018



Ayurveda & Yoga 2018



Yoga Escapes



Theme Catalogs

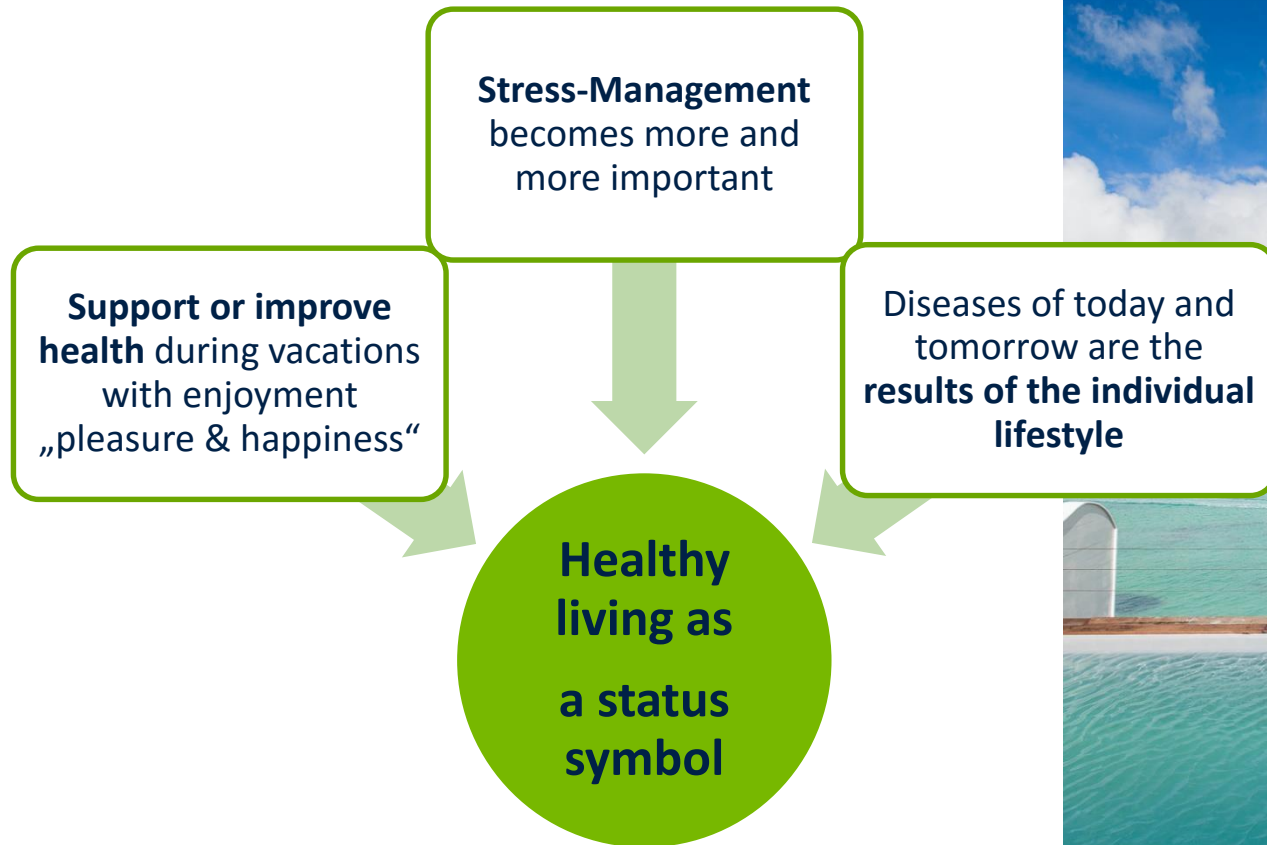
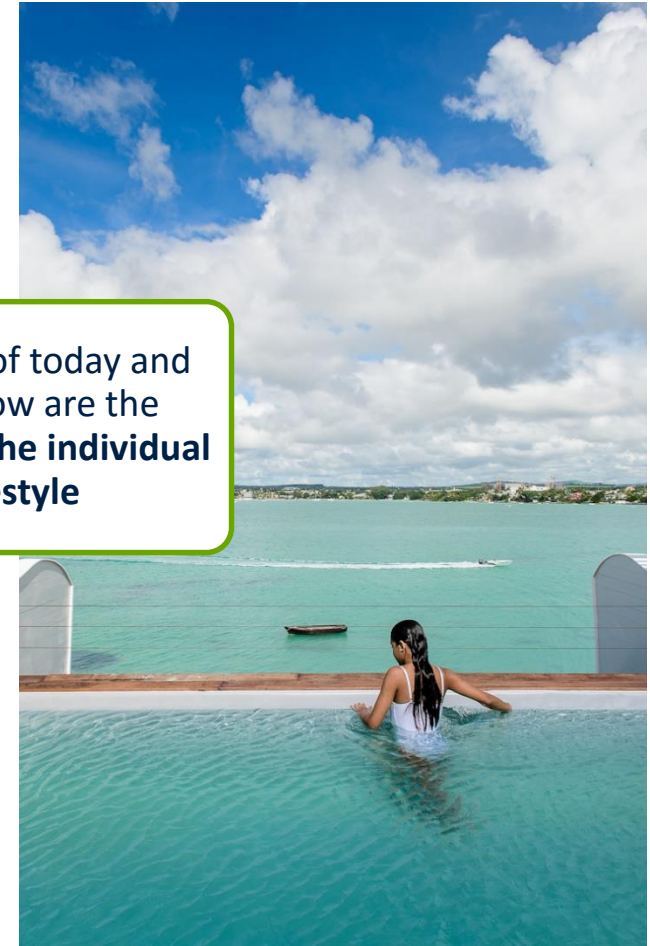
## Holistic approach of Body, Mind & Soul



## Time in motion



- Number of Best Agers increases 
- Best Agers nowadays are experts in travelling
- Affinity to wellness and health care
- Demand for variety



Use, maintenance & development of health potentials

# Trends 2018



Nature becomes more and more important/Slowing down and getting away from it all



## Appealing Architecture for a relaxing scenery



Today there is an **awareness on how our surroundings directly and profoundly impact us** psychologically, physically, energetically, emotionally and spiritually.

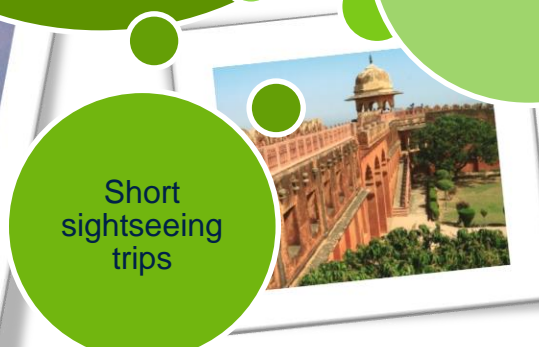
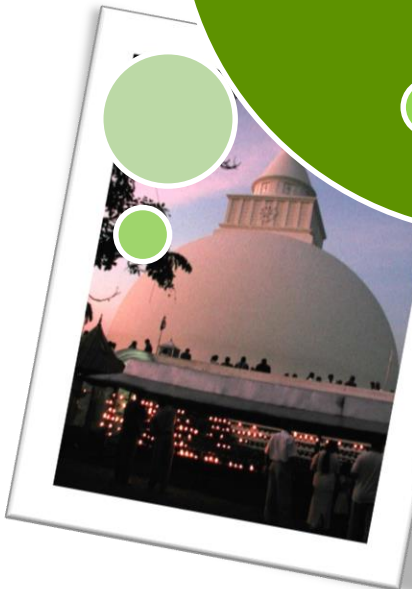
Health and Wellness  
Packages in  
combination with...

Round  
trips

Cultural  
programs

Short  
sightseeing  
trips

Experience  
of nature



# Criteria for tailored Health & Wellness Packages

Individual, personal and expert advice:  
Health and Nutrition Coaching, Medical and Spa Coach, Personal Fitness Coach

Medical consultation, support and attention at the hotel's health & spa center

Configuration of an individual treatment plan and wellness schedule



# Our Ambition: Only Highest Quality

Fit is foundation member of the international association  
“Quality in Health Prevention” ([www.quhep.org](http://www.quhep.org))

- Consistent standards for the international Health Tourism
- Guests looking for hotels and resorts according to high quality standards, e.g. certificated with the international label **EUROPESPA med** and **EUROPESPA wellness** by the European Spa Association (ESPA)
- Challenge for guests: find a **reliable partner** in this big market with suitable/individual Wellness, Health & Spa packages
- **Quality orientation** is of high importance
- Customers have **great expectations** of health and spa services during their holidays



# Special Target Group



- Adults-Only Holidays
- Solo Holidays
- Family-Friendly Wellness Hotels
- Accessible Holidays



- Golf & Spa Breaks
- Fitness & Health Camps
- Walking Holidays
- Activity Holidays (e.g. Hiking, Nordic Walking, Yoga)

The background of the slide is a photograph of fresh produce. In the foreground, there is a glass of orange juice, a sliced orange, and a carrot. In the background, there are more glasses of juice, including a green one, and some leafy greens.

**Guest are aware  
that eating habits  
directly influence  
quality of life...**

- **Trend diets:**  
LOGI-Diet, modern forms of fasting, metabolic balance, F.X. Mayr, individual nutrition plans
- **Detox :** Modern medicine has effectively put paid to the holistic detoxification through physical treatments, dietary restrictions, fasting and the use of naturopathic and homeopathic preparations



## Special Detox Resorts in the FIT Reisen Program:

### **GB Body Mission; Anti-Inflammatory Nutrition**

- Grand Hotel Terme Trieste & Victoria\*\*\*\*\*, Italy

### **Smoking cessation or Intensive Detox & Weight Loss Cures**

- SHA Wellness Clinic\*\*\*\*\*, Spain

## Paleo-Diet and Intermittent Fasting

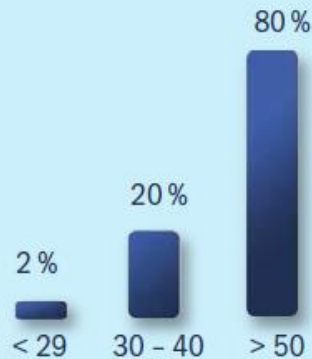
- **Paleo Wellness Retreat** in Chalong Bay (Phuket, Thailand)
- **Intermittent fasting** is having shortend windows of time and long breaks between meals where the body uses up its reserves
- Combined with activities like yoga, thai boxing, aqua fitness or ice baths



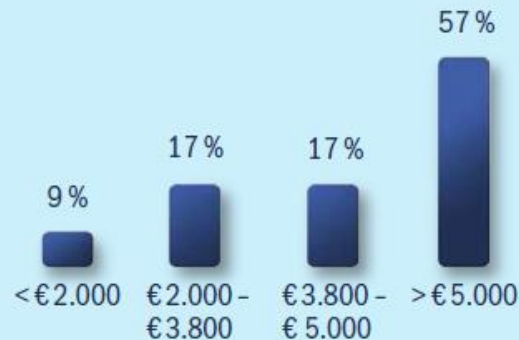


# FIT guests: Able and Willing to spend

FIT Reisen Private Customers  
are Best Agers ...



... with very High Net Income  
per Month ...



... and a High Willingness to Spend

FIT Reisen private customers

...book premium

...stay longer

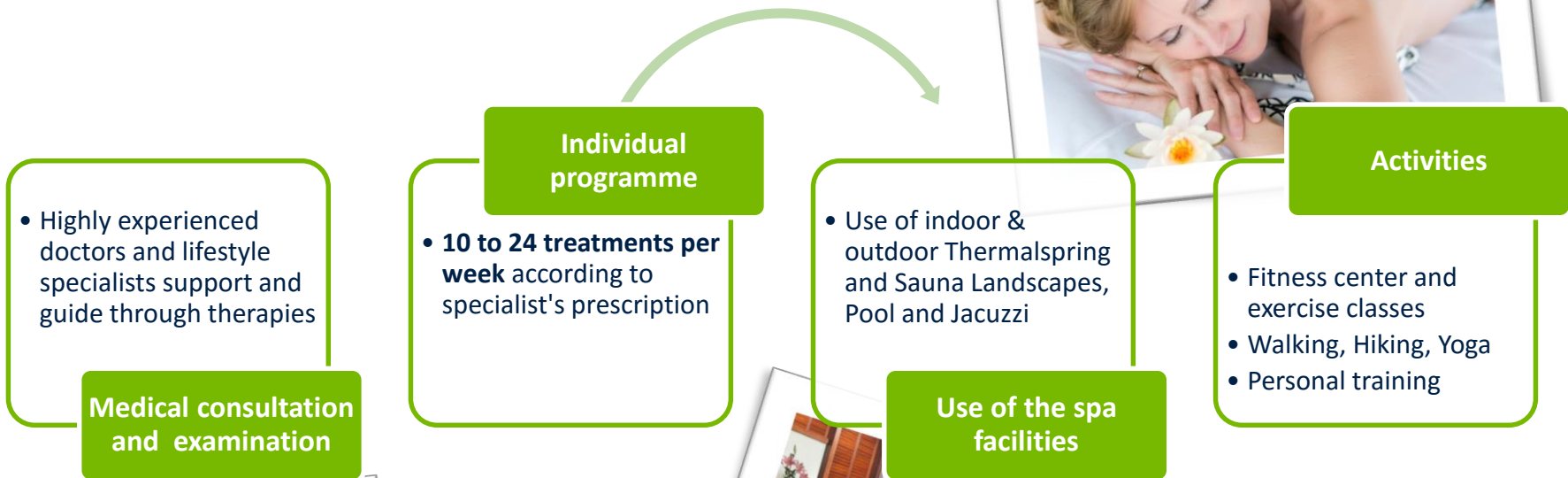
...book high-value health & wellness-  
packages

...demand additional treatments and  
extra services in the hotel

Source: Analysis of FIT customer database by Schober information Group



## Prevention, Health Cures & Medical Wellness Packages



## Vital components

- Nutrition – all kinds of diets, individual nutrition programs
- Movement – fitness, activities, Yoga, Pilates, walking
- Relaxation – Yoga, Meditation, different relaxation technics
- Mental fitness – brain jogging, brain food
- Energy Treatments – Spiritual Healing, Energy Medicine, alternative Medicine
- Forest Therapy and Forest Bathing

“We figured that, similar to a well-balanced diet, **if we fed all of our senses with the right nutrients,** even if only for short increments every day, we would be able **to achieve personal transformation**”

Elian Zach, co-founder of WOOM

## Ayurveda Holidays:



- 2 to 4 weeks with healthy cuisine
- Consultation with the doctor
- Individual ayurvedic full board
- Daily ayurvedic and yoga treatments
- Sri Lanka, India

## Yoga Retreats:



- 1 week
- Wellness consultation
- Healthy cuisine
- Every day Yoga classes
- Portugal, Spain

## Krankenkassenzuschüsse



Easy Orientation:

**KurZuschuss**

### Das Plus für Ihre Gesundheit

**Kurzzuschüsse...** Wenn bestimmte Voraussetzungen erfüllt sind, z.B. bei medizinischer Notwendigkeit, erhalten Sie einen Zuschuss Ihrer Krankenkasse. Informieren Sie sich am besten rechtzeitig (idealerweise 2 Monate vor der geplanten Abreise) bei Ihrem Hausarzt oder Ihrer Krankenkasse. Die von der Krankenkasse bezuschussbaren IIT-Programme haben wir mit diesem Zeichen **gekennzeichnet**.

**Die ambulante Vorsorgekur...** Einen Anspruch auf eine ambulante Vorsorgekur haben Sie in der Regel alle drei Jahre bei medizinischer Notwendigkeit auch über Leistungen und Kurort können Sie im Einvernehmen mit Ihrem Arzt weitgehend frei wählen. Die Kosten aller ärztlichen Behandlungen während der Kur werden nach § 23 Abs. 2 SGB V von der Krankenkasse in voller Höhe, die Kurmittelkosten bis zu 90% ersetzt. Alle weiteren Kosten, wie für Unterkunft, Verpflegung oder Transport können mit bis zu € 15/Tag bezuschusst werden. Gesetzliche Eigenanteile sind vor Ort zahlbar.

**Kuren im EU-Ausland...** Auch für eine Kur im EU-Ausland kann ein Kurzuschuss gewährt werden. Voraussetzung dafür ist, dass die Kur medizinisch sinnvoll ist und dass die Ausstattung der Kurrichtung deutschen Standards entspricht. In der Regel

musste die Kur aber von Ihnen vorausgezahlt werden. Für die **Kostenrückerstattung** durch Ihre Krankenkasse benötigen Sie eine detaillierte Auflistung der Kurkosten, die Sie am Kurort erhalten (teilweise kostenpflichtig). Allerdings werden nur die Kosten ersetzt, die auch für eine gleichwertige Behandlung in Deutschland angefallen wären.

**Präventionsreisen...** Fast alle gesetzlichen Krankenkassen zahlen einen Zuschuss von bis zu € 150 für zwei Kurort, wenn Sie im Urlaub an einem zertifizierten Gesundheitsprogramm teilnehmen. Wichtig dabei ist, dass das Angebot strenge Standards nach § 20 Abs. 1 SGB V erfüllt. Die Programme sind gekennzeichnet mit **gekennzeichnet mit**.

**Private Krankenversicherungen...** Häufig werden spezielle Kurortentrate von privaten Krankenkassen angeboten, aber auch andere Möglichkeiten einer Bezuschussung können bestehen.

**Ablehnung Ihres Kurantrages...** Wird Ihr Kurantrag abgelehnt, können Sie, am besten mit Hilfe Ihres Arztes, Einspruch einlegen.

**Steuern sparen...** Es besteht die Möglichkeit privat getragene Kosten in der Steuererklärung als außergewöhnliche Belastung abzusetzen.

#### VOM ANTRAG BIS ZUR ERSTATTUNG



**PräventionsZuschuss**

**“If there is magic on this planet, it is contained in water“** Loren Eiseley



## **Thermal bathing /Mineral drinking tradition:**

connectivity to nature

Hot springs, Geothermal-, Mineralwaters, Thermalwaters mud, Seawater seaweed are alle gifts from the nature with regenerating power.

**“Look deep into nature and then you will understand everything better“** Albert Einstein



## **Forest Wellness Bathing a new trend in Wellness**

Walking, spending time in the forest and taking the forest atmosphere can give an impressive array.

# Trend: Deluxe Health & Spa Holiday in Luxury Resorts

Increasing demand for:

- **Luxury Resorts with holistic wellness conceptions**
- **Guests looking for high standards in Five-Star Spa Retreat & Wellness Hotels**





## Health & Wellness Holiday 2018 ....

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- New target group for Wellness & Health, because health care providers/health insurance funds pay less
- Guests use their holidays to **escape everyday stress**, relax/empower and to do something for their wellbeing
- Offers will change from health cure to modern Wellness Holiday with **Health treatments– aligned to personal wishes**
- Healthy Holiday with **adventure and fun factor**



## Individuell Health & Wellness packages that fit you

### Concept of bespoke:

- Resorts with **high medical competences** in feel-good atmosphere
- Nature medicine and naturopathy (thermal water, mud, healthy climate), as **natural and effective** medicinal resources
- Movement and **relaxation in nature**, spa garden and landscape parks
- **Forest Wellness, Forest bathing, Welleness in the forest**
- **Healthy nutrition** with with fresh bio products
- Spa with **Thermal & Sauna Attractions**



# FIT Reisen – your partner with the best distribution channels



Our Premium Partners Get Access to > 100 Mio. Customers in German Speaking Markets



# FIT Reisen international booking platform



## Deutsch fitreisen.de

- Deutschland
- Österreich
- Schweiz

## English spadreams.com

- Australia
- Canada
- Hong Kong
- India
- Ireland
- Israel
- Japan
- Kuwait
- New Zealand
- Oman
- Qatar
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Sri Lanka
- UAE
- United Kingdom
- USA

## Español spadreams.es

- Argentina
- Perú
- Chile
- España
- México

## Français spadreams.fr

- Belgique
- Suisse
- Canada
- France
- Luxembourg

## Italiano spadreams.it

- Italia

## Nederlands spadreams.nl

- Nederland
- België

## Polski spadreams.pl

- Polska

## Svenska spadreams.se

- Sverige

## Русский spa-oteli.ru

- Россия
- Эстония
- Латвия
- Литва

**We sell in more than 40 countries**

- AUD Australian Dollar
- £ British Pound
- € Euro
- PLN Polish Zloty
- RUB Russian Rubel
- SEK Swedish Crown
- CHF Swiss Franc
- US\$ US Dollar

**You can pay in 8 different currencies**



Wellness will be more than Wellness  
Treatments, Yoga & Meditation. It will be a  
**Sensory Experience**

**fit** REISEN

**Questions?**

**Thank you for  
your attention!**

For more information please contact us:

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