

Investing in Health, Wellness and Hospitality:

*Realistic expectations vs.
thin air*

Wellbeing

Experience
Planner &
Engineer

WELL OF *WHAT?*



In London **lampposts** have been
padded

To soften the blow for careless
phone users





Health For All Kids

június 9. • 🌐



Technology is turning your kids into digital junkies.



**TECHNOLOGY IS A DIGITAL
DRUG YOU MAY NOT THINK OF**



28,8M megtekintés



Health For All Kids

június 9. • 🌐



**SMARTPHONES ARE LIKE
COCAINE TO CHILDREN**



Technology is turning your kids into digital junkies.



40,1 E 25,4 E hozzászólás 761 E megosztás





FW1042

MEN'S FERST-DRY™ FREEFLOW WELLNESS PANTS

FERST-DRY™ & Anti-Bacterial • top stitched waistband with interior drawstring • front welt pockets with mesh pocket bags • all over cover stitch • imported

Fabric: 87% Nylon / 13% Black Spandex

Color



COORDINATING STYLE



McDonaldization of Wellness

WELLBEING

Wellbeing

A state of being or a feeling which is achieved by connections with family or community, with an emphasis upon making the best of life by self contentment and less stress

Work-life Balance

Financial Stability

Looking One's Best

Feeling One's Best

Spirituality

Happiness

Fitness

House

Spa

- A place
- Passive
- Looks
- Physical
- Partial co-creation
- ...

Home

Well....

- Lifestyle
- (Semi)Active
- Feelings
- B-M-S
- Co-creation
- ...

Wellness Anxiety

Generation **Rush** **to Relax**

BLUE ZONES

LONGEVITY HOTSPOTS

LOMA LINDA
CALIFORNIA

NICOYA
COSTA RICA

SARDINIA
ITALY

ICARIA
GREECE

OKINAWA
JAPAN

BLUE ZONE LIFE LESSONS



MOVE NATURALLY



RIGHT TRIBE



RIGHT OUTLOOK



EAT WISELY

**People
May Understand It
*Differently***

EACH WOMAN WEIGHS 150 LBS



WEIGHT IS JUST A NUMBER

People
May Respond To It
Differently

IT'S SUPPOSED TO
RELIEVE STRESS...





Aquam

Acquapole is a
low-impact workout.



Capibaras must know what is good for them!



4,513,058 Views

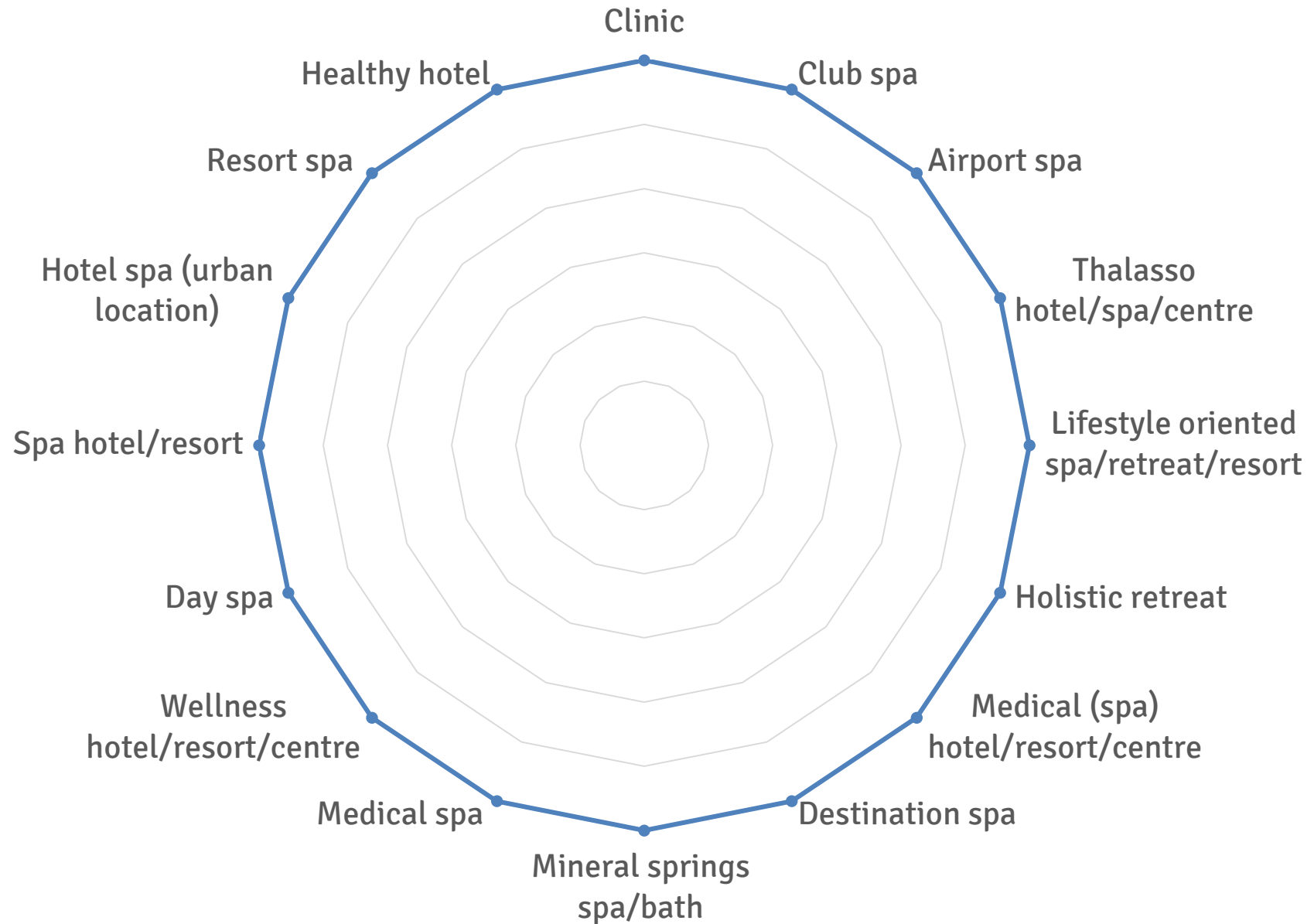
| **Investigación y Desarrollo** with Andres Zuluaga



International Wellness, Spa & Travel Monitor (5th Edition)

KEY FINDINGS

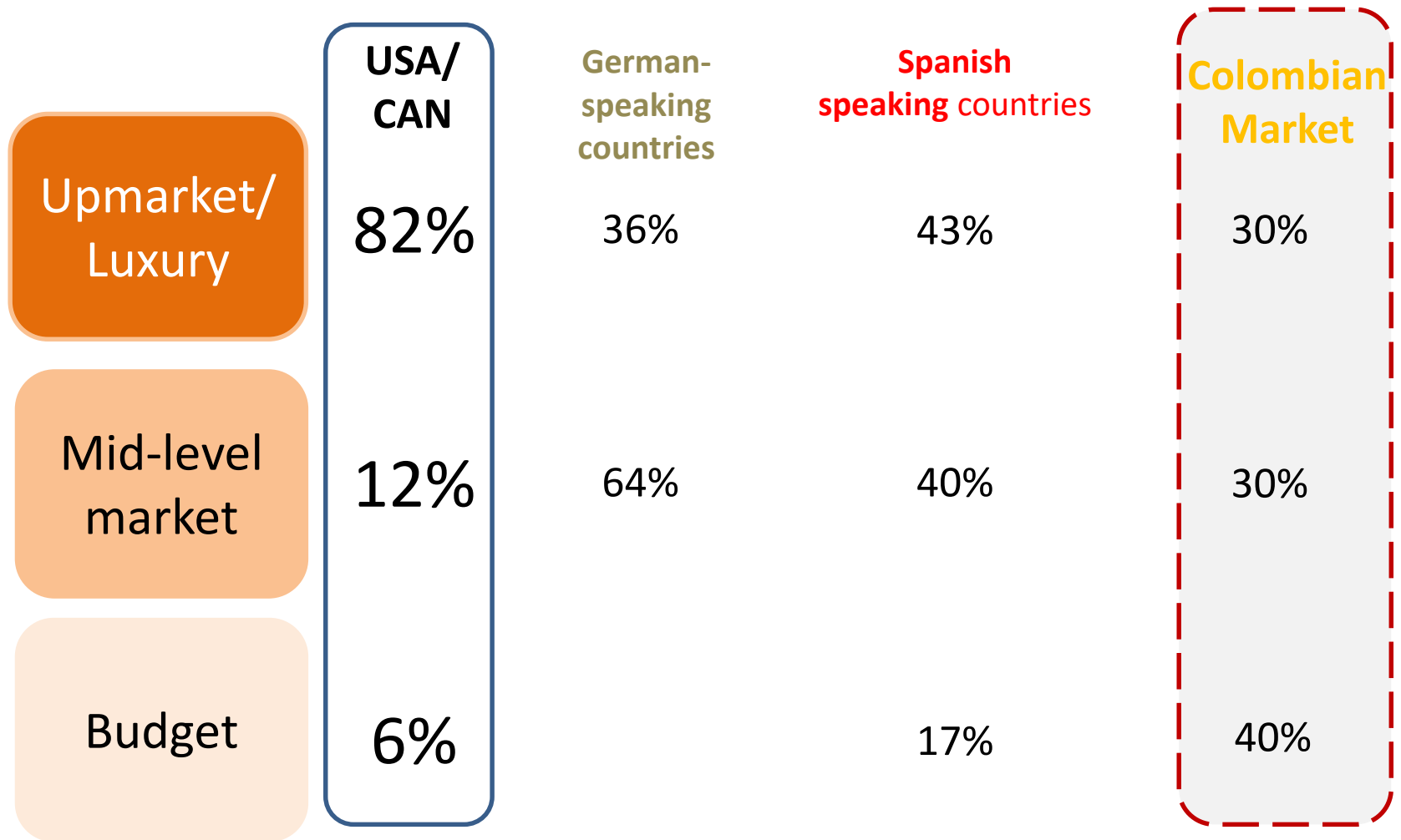
Facility Mix



Role of Tourists in Demand

	USA/ CAN	German- speaking countries	Spanish- speaking countries	Colombian Market
Foreign guests	15%	15%	30%	15%
Domestic guests	45%	65%	30%	60%
Local guests	40%	20%	40%	25%

Market Positioning



Demand Distribution

	USA/ CAN	German-speaking countries	Spanish-speaking countries	Colombian Market
Post-war cohort (born before 1946)	10%	13%	17%	14%
Baby boomers (born 1946-1964)	30%	23%	27%	21%
Gen X (born 1965-1975)	30%	32%	25%	33%
Gen Y (born 1976-1995)	25%	22%	20%	24%
Gen Z (born 1996-)	5%	10%	7%	8%

Demand Distribution

USA/CAN

- **#1** - *Couples*
- **#2** – *Groups of friends*
- **#3** - Single women

Spanish-speaking markets

- **#1** - *Different country-by-country*
- **#2** - *Couples*
- **#3** - Mother & Baby

Colombian Market

- **#1** - *Families with children*
- **#2** - *Hotel guests looking for healthy services*
- **#3** – *Group of friends*

Key Motivations

USA/CAN #1

- **Local market**
- *Treatments & Services*
- **Domestic market**
- *Treatments & Services*
- **Foreign guests**
- *Brand & Reputation*

Spanish-speaking markets #1

- **Local market**
- *Curiosity*
- **Domestic market**
- *Brand & Reputation*
- **Foreign guests**
- *Treatments & Services*

Colombian Market #1

- **Local market**
- *Prices & Treatments & Brands*
- **Domestic market**
- *Architecture & Brands*
- **Foreign guests**
- *Architecture & Brands*

USA/CAN #1

- **Local market**
 - *Lifestyle oriented workshops*
- **Domestic market**
 - *Services based on natural resources*
- **Foreign guests**
 - *Healthy options & Natural resources*

Spanish-speaking markets #1

- **Local market**
 - *Natural elements based therapies*
- **Domestic market**
 - *Natural elements based therapies*
- **Foreign guests**
 - *Natural elements based therapies*

Colombian Market #1

- **Local market**
 - *Services based on local or natural resources and traditions*
- **Domestic market**
 - *Natural elements based therapies (e.g. thermal water)*
- **Foreign guests**
 - *Natural elements based therapies (e.g. thermal water)*

Growth Areas

USA/CAN #1

- **Local market**
- *Family spas & Spas based on natural resources*
- **Domestic market**
- *Sport/fitness themed hotels & hotels with healthy options*
- **Foreign guests**
- *Adventure spas & Spas based on natural resources*

German-speaking markets #1

- **Local market**
- *MedSpas*
- **Domestic market**
- *Healthy hotels & resorts*
- **Foreign guests**
- *Spa/Wellness Living Environments*

Colombian Market #1

- **Local market**
- *Family spas and wellness facilities*
- **Domestic market**
- *Family spas/wellness facilities*
- **Foreign guests**
- *Eco or Adventure spas and wellness facilities*

Growth Areas

Local demand		Colombia
Number of guests (altogether)?	6%	11%
Number of first time guests?	7%	10%
Number of guests using spa/wellness services?	5%	13%
Average length of stay?	4%	12%
Number of treatments sold per visit?	4%	10%
Average revenue per guest?	6%	10%

International demand		Colombia
Number of guests (altogether)?	2%	7%
Number of first time guests?	3%	5%
Number of guests using spa/wellness services?	3%	7%
Average length of stay?	2%	3%
Number of treatments sold per visit?	3%	5%
Average revenue per guest?	3%	5%

Domestic demand		Colombia
Number of guests (altogether)?	6%	6%
Number of first time guests?	12%	5%
Number of guests using spa/wellness services?	3%	6%
Average length of stay?	4%	5%
Number of treatments sold per visit?	6%	4%
Average revenue per guest?	7%	9%

Average Spending

- Foreign guests
- Domestic guests
- Local guests

USA/CAN
200 USD
200 USD
180 USD

German-speaking countries

130€

125€

65€

Spanish-speaking countries

100€

70-80€

40-60€

Colombian Market
180 USD
60 USD
30 USD

THE **BIG** PICTURE

Serious Leisure



perfectly
imperfect.

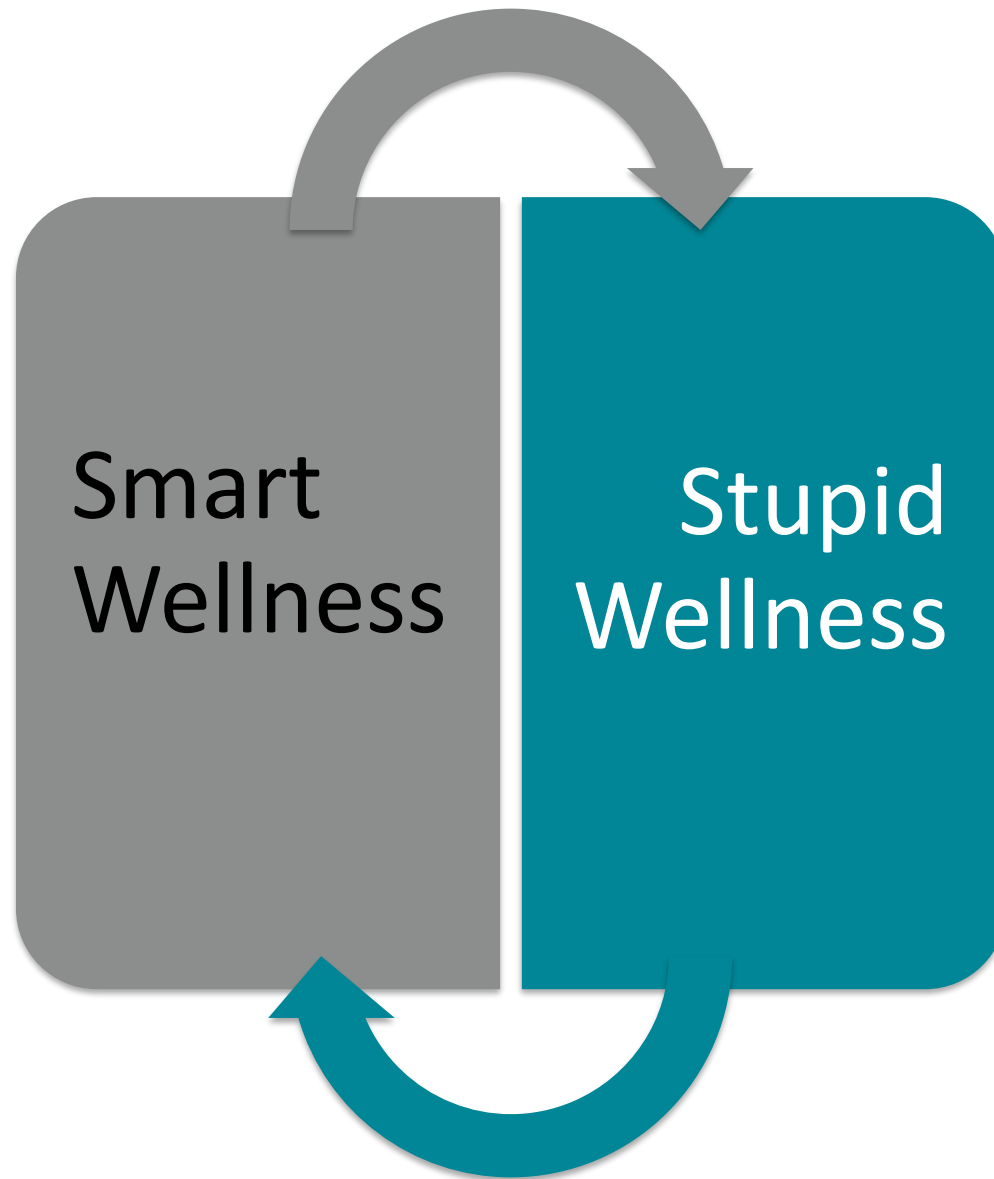




<https://business-reporter.co.uk/2017/12/28/top-five-advantages-disadvantages-gig-economy-workers>

Life-span

Health-span



Analog Wellness

THE **BIG INVESTMENT** PICTURE

Wellbeing

Health Tourism

Medical Services

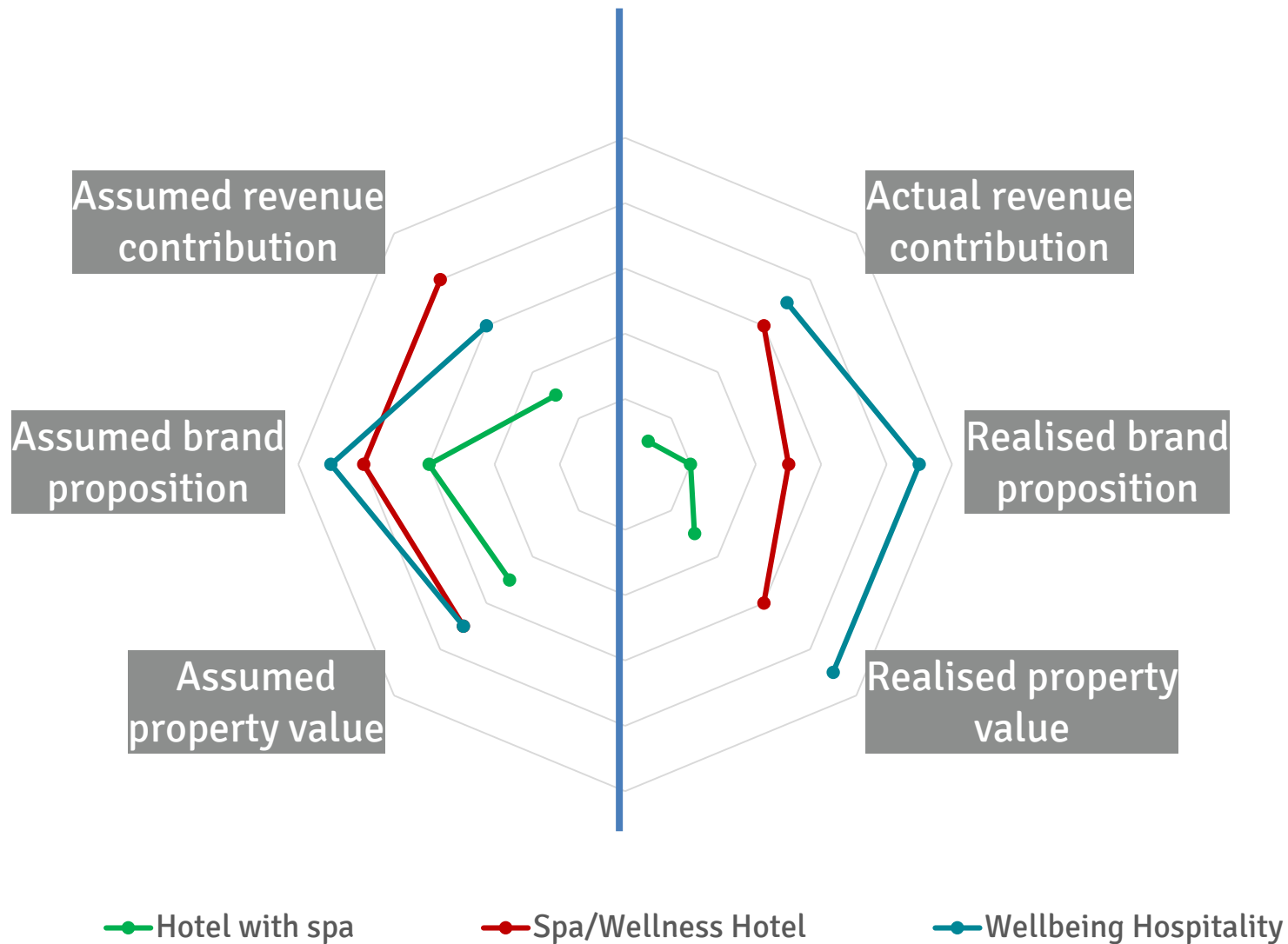
Wellness Services

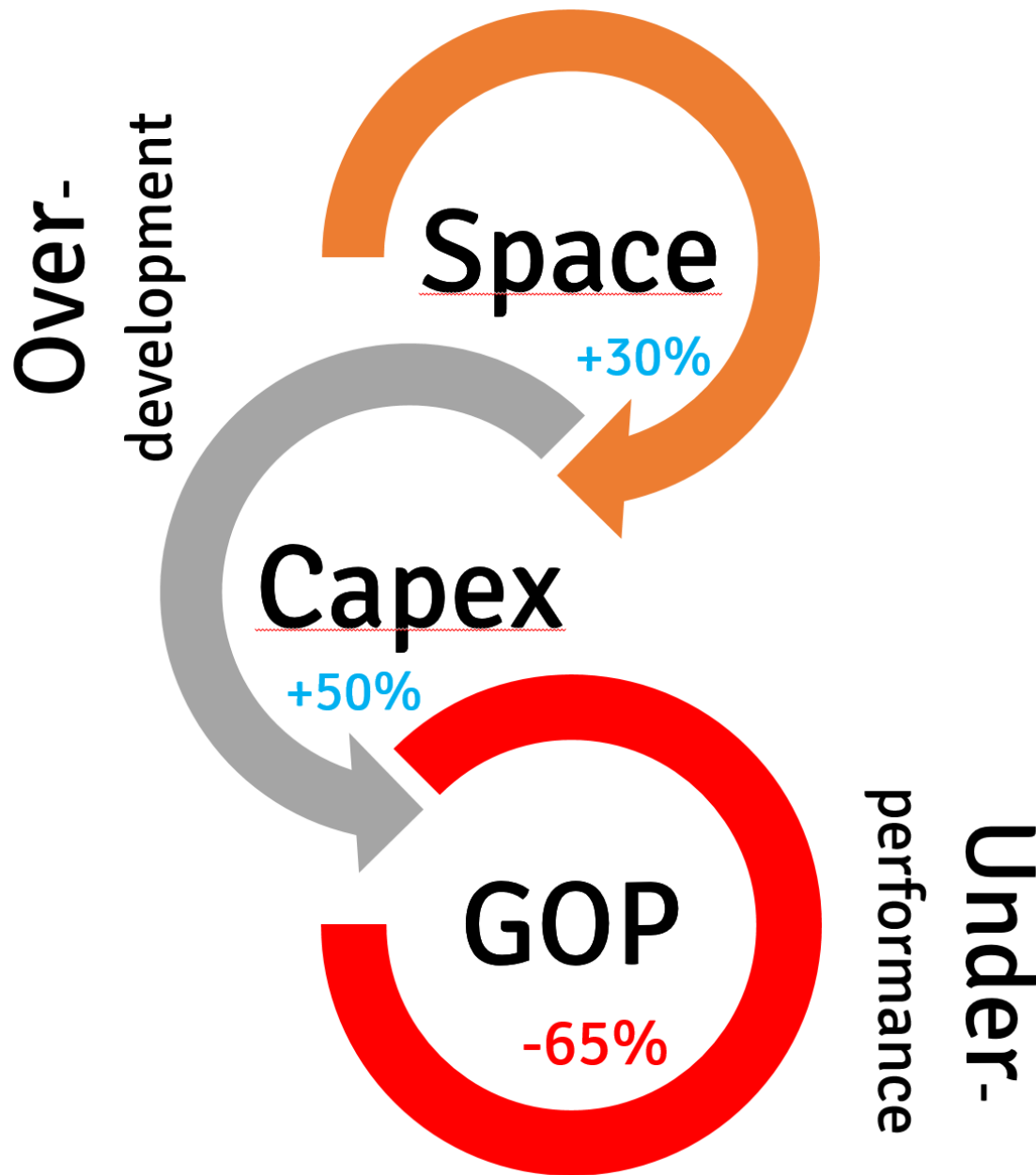
Medical Wellness

Holism

Spirituality

Perceptions vs. Reality

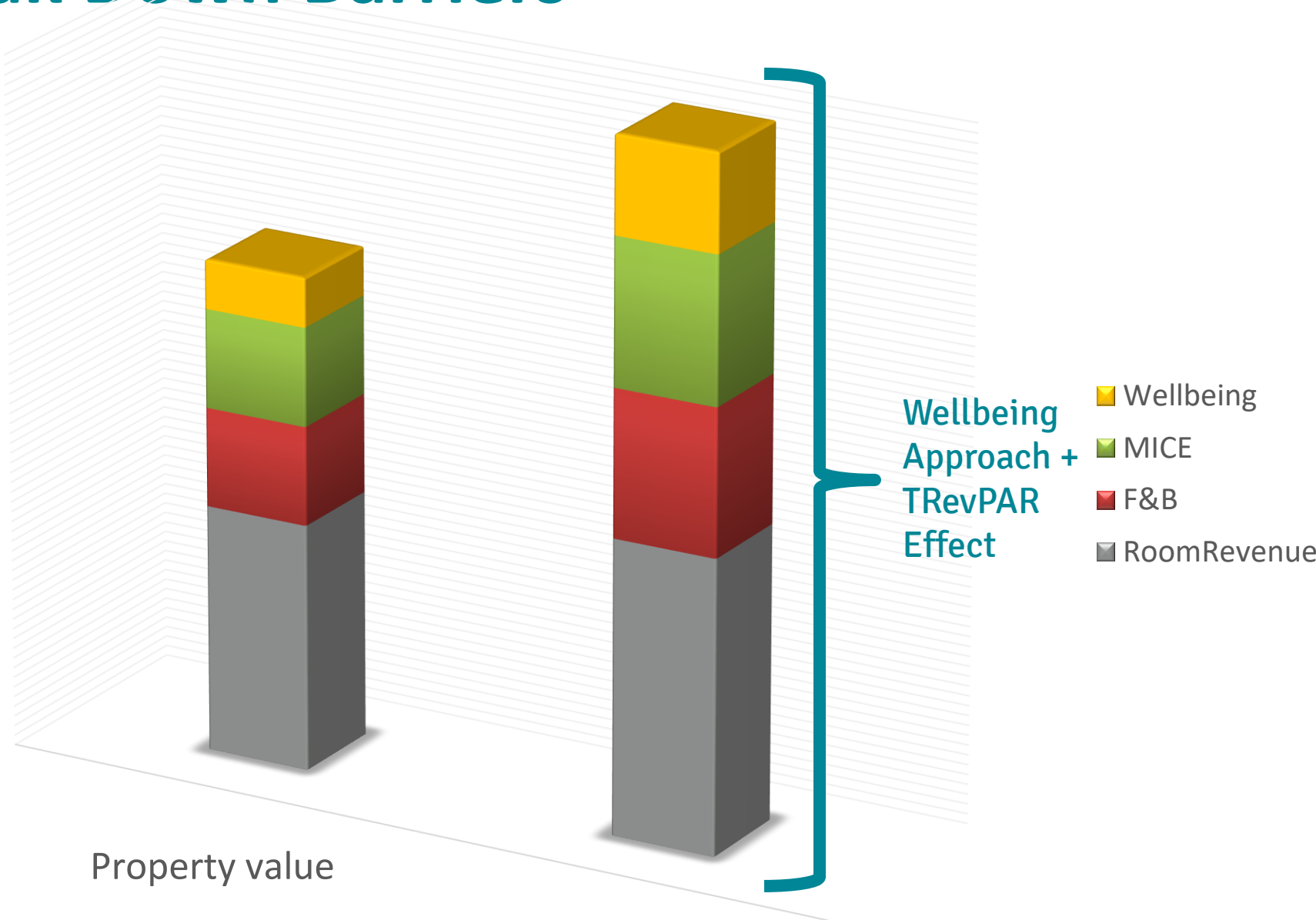






**The two cross-references, i.e. health developments
do need wellbeing hospitality, and wellbeing
hospitality may be turned to health tourism**

Break Down Barriers



High Yield Business

vs.

Self-Actualization

Global Brands

vs.

Local Artisan Brands

**Wellness in
Travel
*Businesses***

**Global (Mass)
Distribution**

vs.

Specialist Distribution

Core Business

vs.

Cherry on the Cake

Recreation & Relaxation

vs.

**Specific Objective
Driven**

Passive

vs.

Active & Explorative

**Wellness in
Travel
*Customers***

Savvy Travellers

vs.

Spontaneous Customers

Brand Driven

vs.

**Experience & Outcome
Driven**

Businesses

Yield Target

Brand

Distribution

Business
Focus

Linking Which with Which?

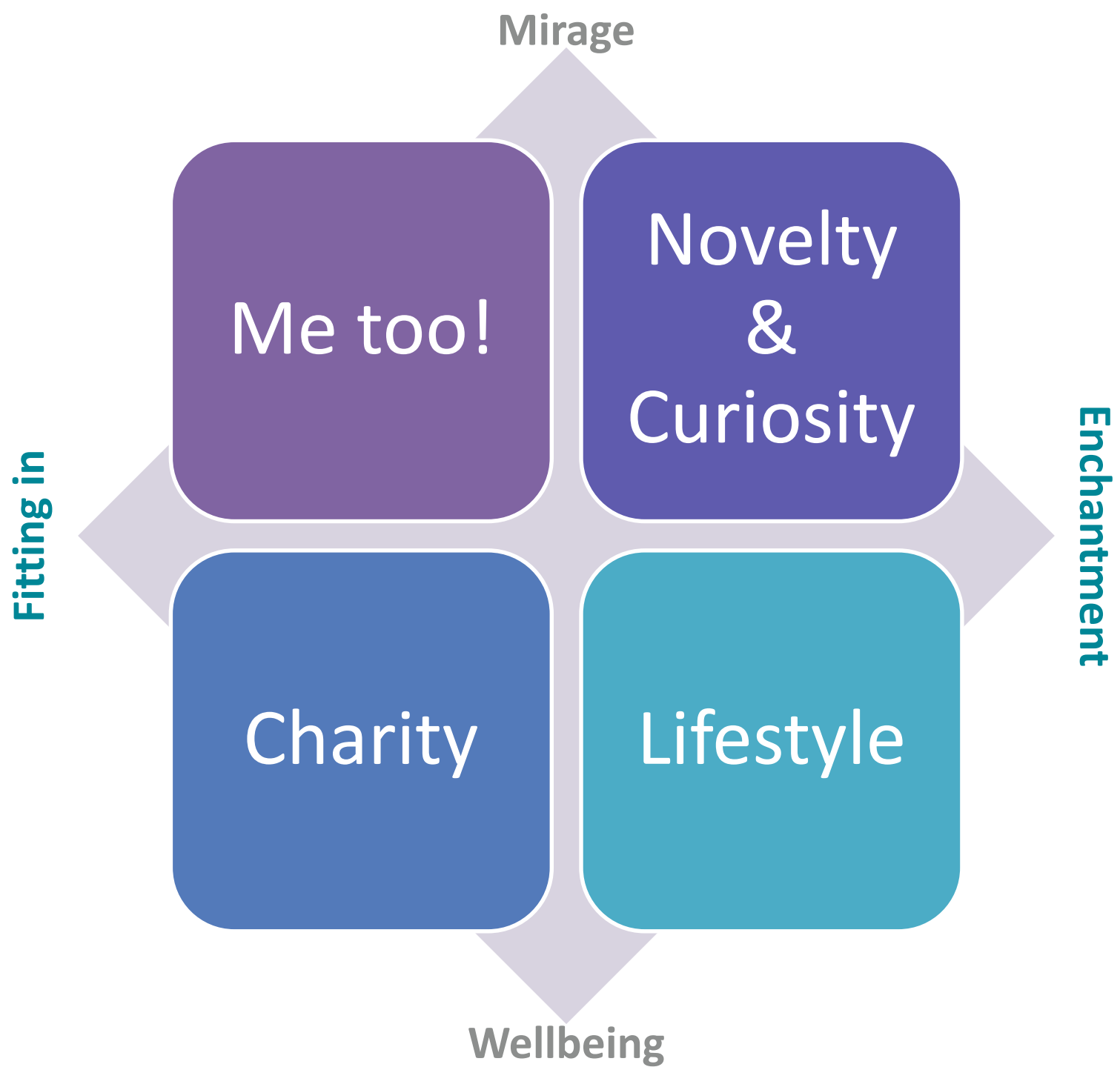
Costumers

Objective

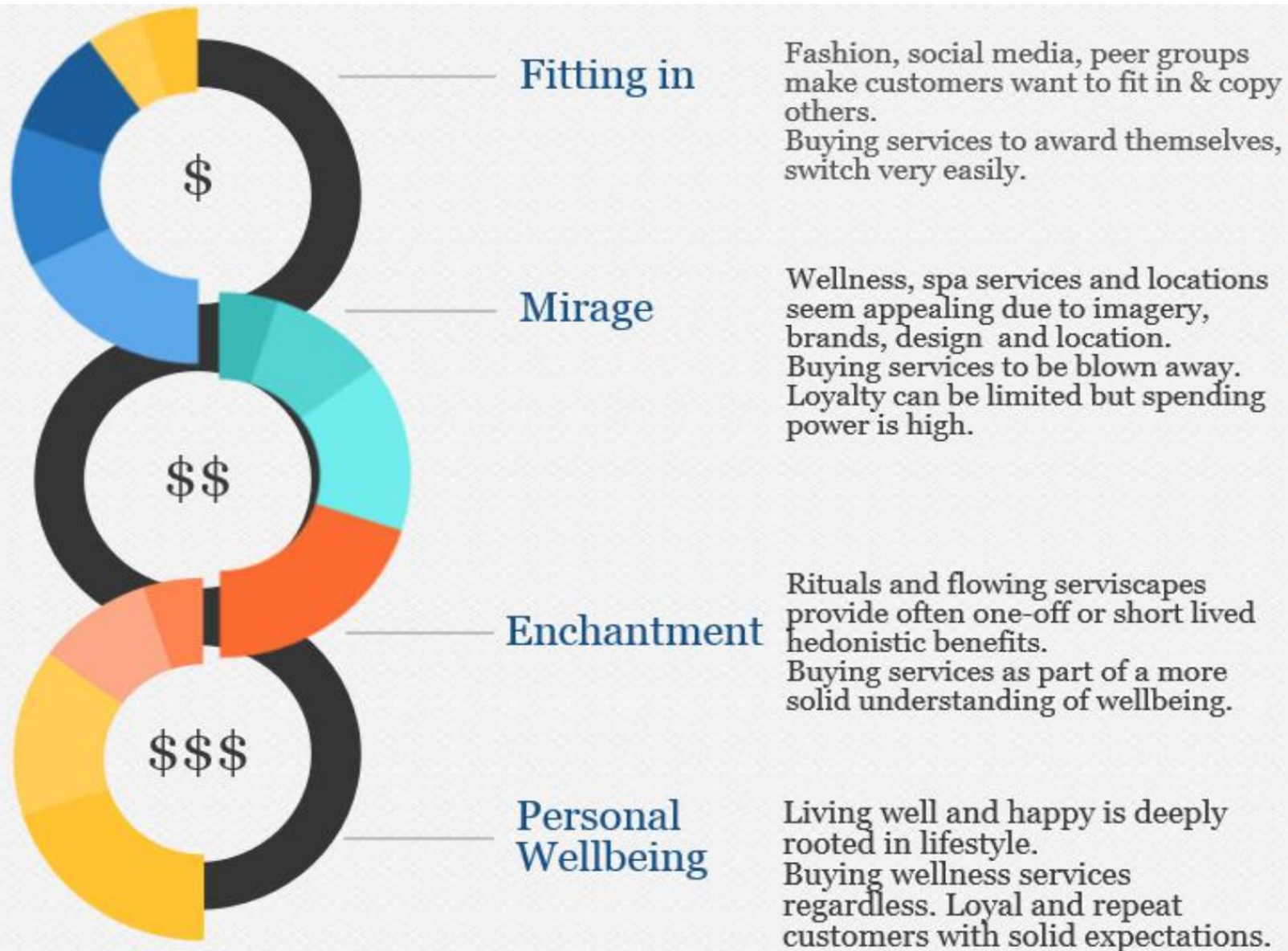
Level of
Activity

Dedication

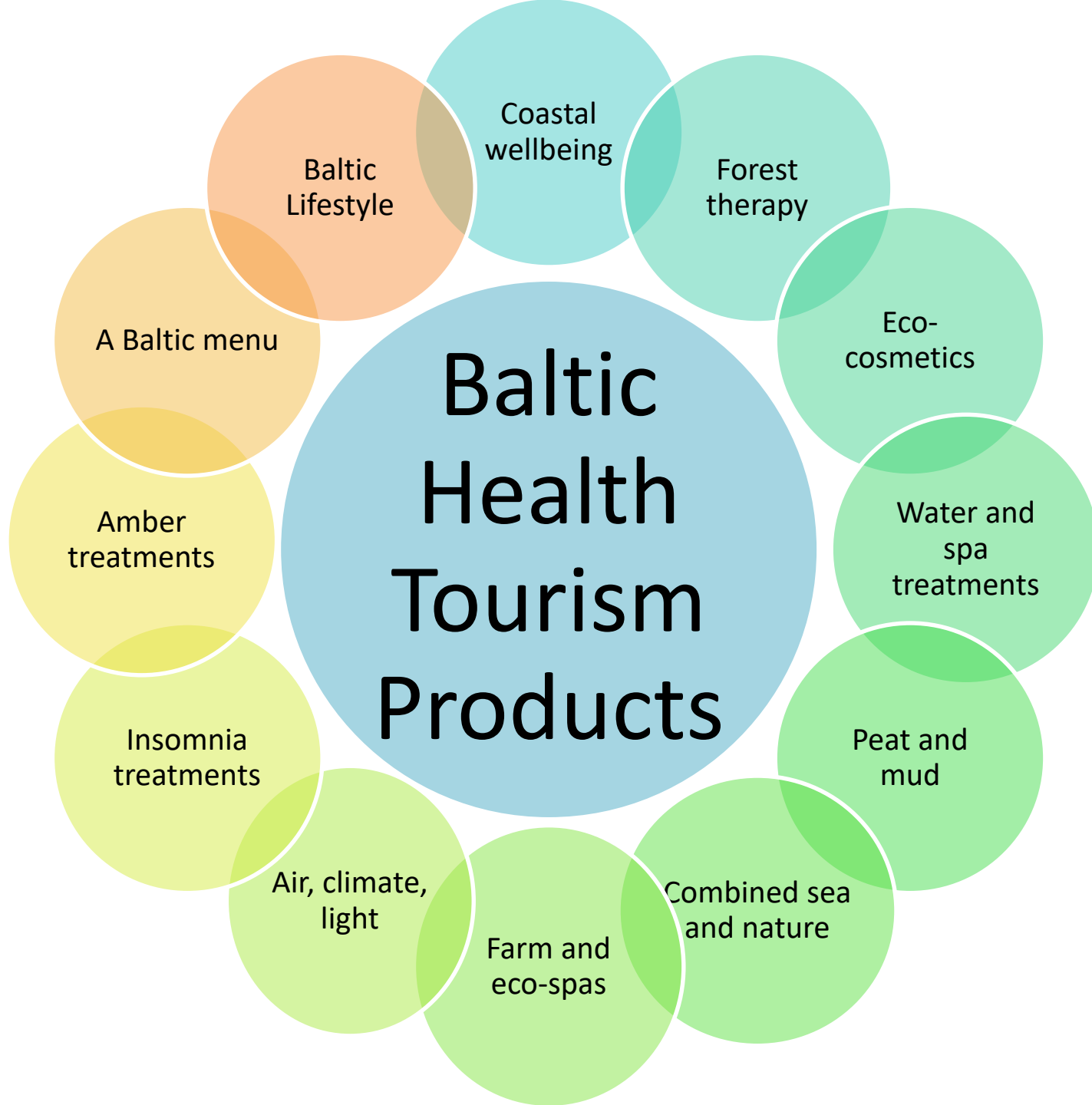
Motivation



Spending Power Correlation.



Source: RLA



Take home messages

Free from

- Generalisation
- Digital overload
- Obsessions
- Additives

NOT free from

- Reality check
- Value proposition
- Exchange
- Transformation
- Relevance
- Locality
- Nature

Thank you! ¡Muchas Gracias!

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