

REDEFINING THE EUROPEAN SPA MARKET: PAST, PRESENT & FUTURE

“European Spa industry highlights: success and failure case analyses”

1. An Exploration of Expectations... The Essence of Success - JACQUELINE LE SUEUR (SINGAPORE)
2. Sense of full creativity as a guarantee for new solutions - JEAN-PAUL BLISSET (UK)
3. As an individualized hotel do we need a Spa competence? CHRISTIAN BUER (GERMANY)
4. Success dimensions for the industry and Spa operators - DAGMAR RIZZATO (GERMANY)

The European Spa industry origins, history and traditions: the source for inspiration. The consumer's perception of the Spa experience: luxury pampering or necessary investment for good health?

Where and how hoteliers are looking to develop their Spa concepts? Factors influencing future concepts: consumer budget levels, lifestyle tastes, generational categories.

- ① Is where we come from the base for where we go?
- ① Expectations on Spa experiences and what's behind them
- ① What are the visions of consumer on future Spa experience?
- ① Can design be an answer to the next Spa generation?
- ① How do individual hotel concepts prepare for future demands?

WHO'S WHO

JACQUELINE LE SUEUR is Director of Development & Operations for Pret a Spa, a global company delivering innovative turnkey & management solutions to the Spa industry. She is Education board member of the APSWC, a multi-disciplinary complementary therapist & consultant to a medical R&D company in the UK. She speaks at conferences around the world and is regularly published in the international media, specialising in all aspects of health, wellness & sustainability. In all of her work she aims to unlock the potential that lies within us all.



Jacqueline Le Sueur (Director of Development and Operations - PRET A SPA - SINGAPORE) will answer in her speech "An Exploration of Expectations... The Essence of Success" the following questions:

- Who are your internal and external consumers?
- Do you know what their expectations of your business are?
- How do you find out if you don't?
- Why should you be paying more attention to their expectations now that times are tight and customers are getting harder to find but the pressure is still on to produce positive financial success?



JEAN-PAUL BLISSETT is Managing Director of Syntax, one of the leading International Health and Leisure Specialist Design Consultancy. A mover and shaker in the hospitality industry he is a strong believer in innovation. Jean-Paul ensures that each development he designs has its own special identity, relating to its market, location and climate, reflecting a sympathetic handling of styles and culture. Syntax has always been at the cutting edge both in design and innovation, as witnessed by the impressive portfolio of successful projects. Jean-Paul has worked with and acted as Consultant to the most renowned names in Health and Beauty such as Chiva-Som, Champneys and Steiner. He is responsible for the design of many worldwide Spas, including high profile, award-winning projects such as Chiva-Som in Thailand.

Jean-Paul Blissett (Managing Director, Syntax - UK) will present his vision of the future of the Spa market in his speech "Sense of full creativity as a guarantee for new solutions" by facing the following topics:

- Sense of full design, limited budgets, guest orientation and high economical efficiency
- Does this economic situation create incompatible dreams or are there options for this?
- Creative solutions for the future.



CHRISTIAN BUER

Prof. Dr. Buer founded in 2006 the European Institute of Hospitality Sciences Heilbronn focusing the research in the field of tourism, leisure, lodging and catering. He is a member of the board of the Travel Industry Club (TIC). He acts as VP Sciences. Within his activities at Steigenberger Consulting Prof. Dr. Buer gathered a wide range of knowledge from the lodging and tourism industry (e. g. Steigenberger Hotels, SRS World Hotels, Deutsche Telekom, Lufthansa Systems). As consultant Prof. Dr. Buer at his own consulting company Nemis he gives advice to developer, financier, real estate experts especially for hotels and leisure properties. In addition Prof. Dr. Buer takes activity for development in hotels.

Christian Buer (Founder and Owner, Nemis - GERMANY) will analyse the necessary aspects and competence that an individualized hotel needs



to handle in order to face the challenges of the Spa market. His speech "As an individualized hotel do we need a Spa competence?" Will focus on the following topics:

- ④ The development of Spas in new countries
- ④ Necessary aspects to survive in the future
- ④ The concept of Spas affect targeted guest groups
- ④ Analysis of Spa guests as different target customers.

DAGMAR RIZZATO with her 19 years of professional experience in the Spa business worldwide and working with an international network of specialists, provides expert consulting in the field of developing basic concepts and operational Spa concepts, Spa-planning, planning work-flow processes in a Spa, economic analysis of Spas, training of Spa teams, pre-opening-processes as well as developing medical-Spa concepts.

Dagmar Rizzato (General Manager, Rizzato Spa Consulting - GERMANY) will focus in her speech on «Success dimensions for the industry and the Spa operators», by focusing the following topics:

- ④ Spa's - one of the most discussed topics within the travel industry
- ④ New inputs of the industry, answers to future sensitive issues and results driven by consumers expectations
- ④ Let's have a look to the future aspects and dimensions for the Spa industry and operators!
- ④ Will we continue to focus on Spa-sizes, on variations and developments of new, wild treatments?



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