



DEUTSCHER MEDICAL WELLNESS  
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## **Medical versus Wellness?**

- **status and outlook of the wellnesstourism and customer issues at Germany –**

**overview: Medical Wellness treatments of psammotherapy**

24.03.2017, Europe Health and Tourism Conference  
Grado-Italy, Lutz Lungwitz



- German Medical Wellness Association
- (future) trends of Wellness and Medical Wellness
- Medical Wellness - psammotherapy
- consumers of Medical Wellness
- quality criteria for Medical Wellness/Health-Tourism
- brand: „The Leading Medical Wellness Hotels & Resorts“
- possibilities for common projects

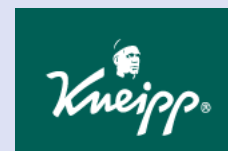


- foundation meeting :** 29. April 2005
- entry into the association register:** 01.11.2005, Nr.24997 Nz
- important press- conferences:** ITB-Berlin- the worlds leading trade show (2006 – 2015) in Germany and in Europa
- structure formation:** country- partnerships, business-division
- tasks:**
- political lobby work
  - education
  - quality insurance programs
  - development of projects
  - managing of hotels & resorts



## Partners:

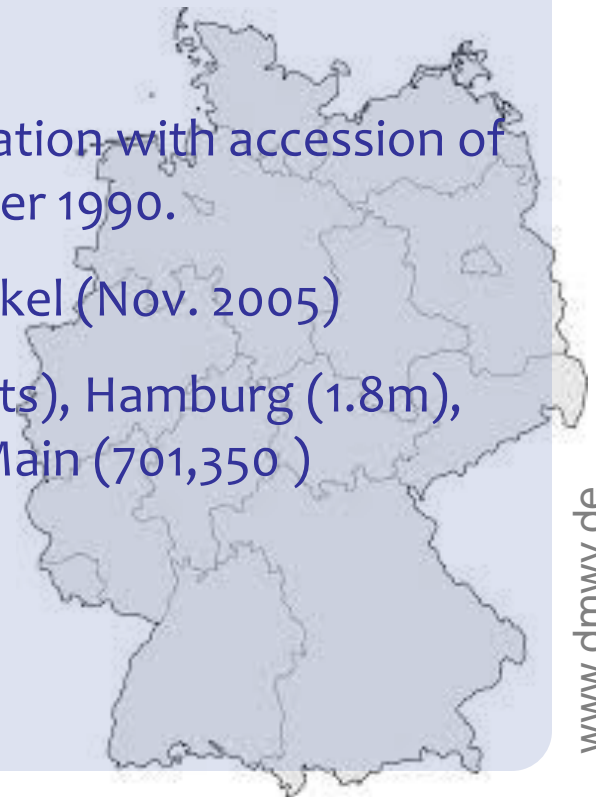
- associations & state institutions
- single hotels & hotel chains
- hospitals & rehabilitation center
- publishing houses and internet provider
- manufacturers and suppliers
- fair and trade companies
- travel industry
- scientists, doctors, politicians
- MW-service provider





## Short overview of Germany – The Market:

- **Population:** 81.5 million, including 9.11 million foreign nationals
- **Capital:** Berlin                      **Hotels:** about 50.000
- **Founded:** 1949, followed by German reunification with accession of the German Democratic Republic on 3 October 1990.
- **Head of government:** chancellor Angela Merkel (Nov. 2005)
- **The five largest cities:** Berlin (3.5m inhabitants), Hamburg (1.8m), Munich (1.4m), Cologne (1m), Frankfurt am Main (701,350 )
- **Lifespan:** 81,8 years!





## Wellness is simply a part of life for the Germans

- Wellness holiday one time annually **89%**
- Wellness holiday, several times a year **51%**

**at a most fascinating Hotel**

for life out-times everyday is important feel **83% !!**

⇒ The Germans like Wellness and Medical Wellness Treatments in Germany and abroad





## six reasons for wellness holidays in Germany 2016: length of stay: between 2 night – 5 night stay:

- treat out 72%
- special treat 61%
- health-programs/Medical Wellness 48%
- time with the partner 44%
- burnout prevention 21%
- beauty care 15%

for medical-treatment, it's a longer stay – about 4 – 7 nights.

(Survey WHD 2015/2016)





### The wellness market is growing up in Germany

- 56 % of the hoteliers have 2014 revenue growth
- 81% invest in their hotels 2015

### Important for the consumer!

- Very friendly service in the hotel for the guest; 90% of the service starts latest at the booking and before in the internet!







## The wishes to stay in a wellness hotels:

- techniques for active relax 52%
- relearn to do nothing 40%
- training for special behavior each other 22%
- artistic courses 17%
- information about relaxation/health 12%
- philosophical approaches 10%



# (Future) Trends of Wellness/ Medical Wellness



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## Requirements

- Guests want a clear positioning of the hotel:

- family hotel 48%

- health hotel 74%

- wellness hotel ... 53%

Internet:

True photos on hotel websites : facts are more important than feelings.





## new wellness trends in Germany (selection).

- “Kurwald”/ “Cure-forest” - development of the natural forest resource as a therapeutic (air, breathing, environment recognize), forest healing
- hotels with a very high sleeping comfort
- wellness hotels for adults only
- green spa, very organic and ecologically, using hot springs
- Meditation/Yoga/Ayurveda





### future/new wellness trends in Germany (selection):

- wellness to go (wellness companies in the town, just relax)
- New and more sauna treatments and landscapes (more luxury)
- athletic leisure (sport, healthy living, wellness)
- wellness and health activities in the own room/ hotel - room
- use of wellness and health apps, tracking models
- medical treatments for kids
- authenticity/USP





the way - very short definition:

## Medical Wellness:

Medical Wellness is the combination of conventional medical services, alternative therapies and offers the relaxation in the traditional spa.

- German Medical Wellness Association 2014





## Medical Wellness as a part of a psammotherapy

Inpatient rehabilitation services 2016 Germany: over 160.000 people for a stay longer than two weeks

=> Big market for hotels & resorts => before the clients have to use the hospital or clinic





## Medical Wellness as a part of a psammotherapy treatments could be:

- Stress reduction programs, like Yoga, Ayurveda
- shared talks with other guests or medical professionals
- applications physiotherapy (massage, mud-bath, balneology...)
- breathing exercises
- to learn to accept as human
- different kind of sport programs/swimming/
- to go for a walk
- and more ....





- **Target groups**
  - healthy people
  - all ages (kids- parents – adult)
- Clients who need psammotherapy on a “small base” – not in a hospital
  - people with health-oriented lifestyle
  - people with chronic diseases

Not exclusive offer for "older people" or other health affects populations!







## Demands of the DMWV/GMWA

- qualified local doctor, who is involved in the operations
- quality-assured processes
- central recording of important parameters and their continuous evaluation
- orientation for the customer and protection for suppliers



# Quality Criteria for Medical Wellness



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## Testing fields:

1. based on: ISO 9001:2000
2. 4- and 5-star category of the IHA (Internat. Hotel Association)
3. own Medical Wellness criterias (doctor must be included)

**certificate:** “certified DMWV/ TÜV Rhineland”  
for hotels, clinics, tour-operators, clinics  
with or without the TÜV

**auditor:** DMWV/GMWA

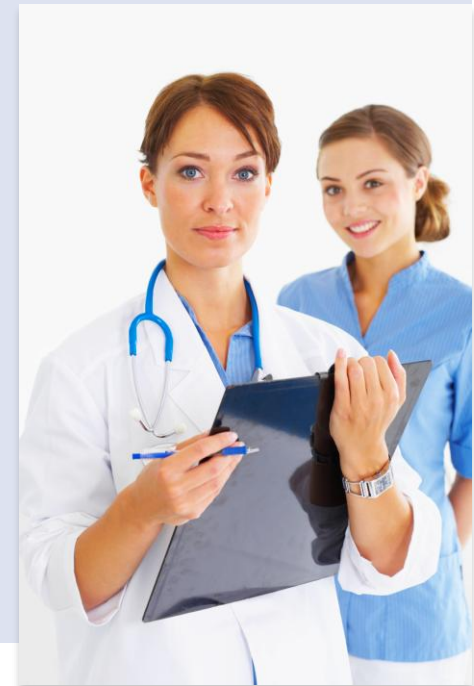
**validity:** three years (every year check)





## Medical Wellness service providers:

- medical administration
- medical availability
- qualification of the staff
- integrative concept
- sustainability
- high quality interior and equipment
- documented quality management





## „The Leading Medical Wellness Hotels & Resorts“

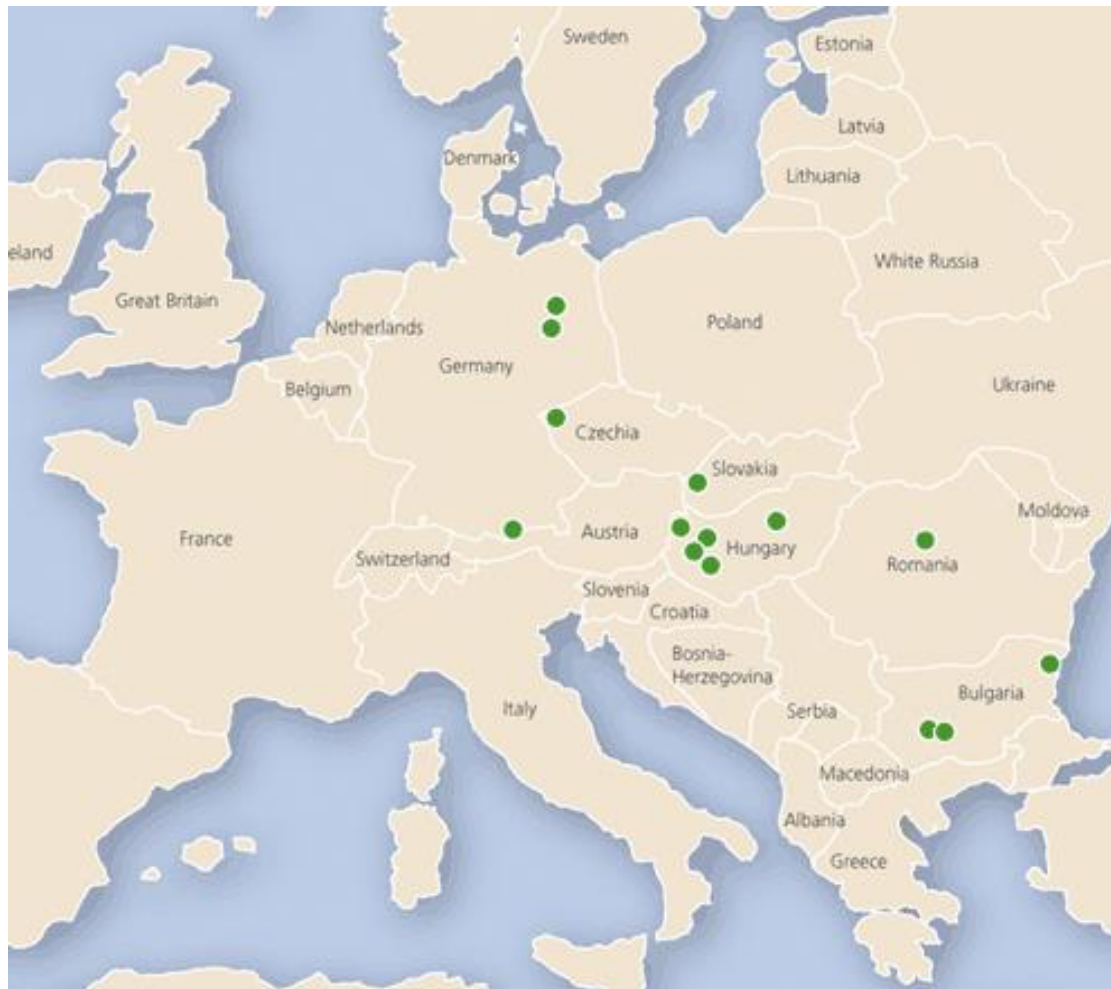


- development of the „brand“ for Medical Wellness Hotels & Resort
- development of a benchmark leadership, with an exclusive premiumbrand, including sales- and marketing-tools

# The Leading Medical Wellness Hotels & Resorts



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## possibilities for common projects



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### Results:

- In that case, that we know, that we developed the same definition about wellness, medical wellness and health tourism and that we create together :
- a valid quality insurance program = we have a way for a close cooperation, in Germany, Europe and worldwide



## possibilities for common projects



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### Results:

- Germany is a country with a lot of wellness experiences, with people who are very interest in the field of wellness and health tourism in Germany and abroad!
- the own health care is increasingly important (Medical Wellness)
- more people move from wellness to medical wellness/health-tourism





## Conclusion:

„Let us work together and develop your country  
and the region of Grado to one of the leading  
Wellness and Health Tourism Region in the World!“

Excellence in diagnostic, preventative therapy and  
wellness & spa.

Lutz Lungwitz, 24.March 2017

German Medical Wellness Association





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Thank you for your attention,  
see you soon!

©

(International Medical Wellness Association)

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