

## ITB Experts Forum Wellness



**Date**  
March 7, 2019

**Time:**  
10:45 - 14:45

**Location**  
City Cube, Auditorium A3

Best practice examples and the latest research data.

All speakers are available for interviews after their sessions outside of the auditorium.

**Hosted by:**

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

**10:45 - 11:00**

**Welcome**

**Welcome:**

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

**11:00 - 11:25**

**Spa & Wellness Market In The Middle East: A Market From Which Europe Can Learn From?**

The spa and wellness market in the Middle East continues to develop. With regard to the individual spa and wellness facilities, it is clear that they are positioned and positioned differently than institutions in Europe and especially in Germany.

- What are the differences between the two regions and, above all, differences?
- Can the German speaking market in particular learn something here?
- What does the spa of the future look like?
- Where do or should the developments go?

**Speaker:**

[Dr. Yasser Moshref](#), Managing Director, Premedion GmbH

**11:25 - 11:45**

**Best Practice – Biofeedback: Applications In The Specialized Wellness Hotel Industry**

The term biofeedback or biofeedback training - is a medical device with the biological body functions that can not normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the guest.

Applications include for example: learning relaxation techniques, improving recovery, sleep problems, tinnitus, high blood pressure, digestive problems, anxiety and stress.

In the area of relaxation and regeneration, the measurements made on the guest give information about the state of stress of the body and mind. In the biofeedback training, the guest learns how to voluntarily control these functions and deliberately bring about relaxation and regeneration.

Diana Sicher-Fritsch has developed a method that enables her hotel guests to influence these body functions within a short time. Diana gives an insight into how biofeedback can integrate working with specialized wellness hotels.

**Speaker:**

[Diana Sicher-Fritsch](#), Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

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12:00 - 12:20

### Wellness Trends: Terms And Figures – An Up To Date Overview 2019!

What do German guests expect from a wellness holiday and how do hoteliers respond to these needs? Figures answering these questions are the key for developing and operating wellness hotels and spas. Beauty24 and Wellness-Hotels & Resorts (WH-R) have interviewed guests and hoteliers since 2004.

**Speaker:**

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

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12:25 - 12:45

### Human Resources In Spa: "We Need Qualified Hands!"

We all know: spa staff is our resource N° 1. The most beautiful facilities are of no use if there aren't therapists taking care about guests. There is not one single Wellness hotelier who is not looking for staff. Are they threatened with closing down - similar to other service industries- because they can no longer find therapists? What are the reasons for the glaring staff shortage in the spa? Is it just a phenomenon in German speaking area? What is the situation in other European countries? And what are the solutions? Wilfried Dreckmann, who has been working as a consultant in the European spa business for over 10 years, knows the market and describes the challenges and possible solutions. From "simple but not short-term" to "short-term, but only supposedly simple".

**Speaker:**

[Wilfried Dreckmann](#), Owner, Spa Project

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13:00 - 13:25

### Best Practice - Mental Wellness: A Further Step To An Holistic Lifestyle Approach

According to the World Health Organization (WHO), mental health includes "subjective well-being, perceived self-efficacy, autonomy, competence, inter-generational dependence, and self-actualization of one's intellectual and emotional potential, among others. Mental health is a level of psychological well-being or an absence of mental illness - the "psychological state of someone who is functioning at a satisfactory level of emotional and behavioural adjustment". From the perspectives of positive psychology, mental health may include an individual's ability to enjoy life, and to create a balance between life activities and efforts to achieve psychological resilience. As a certified mental coach and life coach, Diana Sicher-Fritsch has developed a health model for this purpose. Together with her guests during the stay at the MentalSpa Resort Fritsch am Berg am Bodensee she successfully implements everyday lifestyle changes.

**Speaker:**

[Diana Sicher-Fritsch](#), Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

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13:25 - 13:45

### Spotlight On Africa: Africa's Spa & Wellness Industry: Uniqueness, Transformational Dimensions And Future Prospects

The African spa and wellness space has very well known parts and very well hidden parts. Africa as a continent is now known to the world as one of the next global business frontiers and also a deep hidden treasure of traditions, culture and opportunity.

- Africa's wellness evolution
- Sustainable Developments in Africa's Wellness industry– and the connection between the philosophical well-being and healthcare systems
- What are best practices in the field of Wellness?
- What will happen in future?

Elaine Okeke-Martin will spotlight Africa's wellness space with data highlights, patterns, practices, and concepts to generate our thought triggers and bring clarity and insight about the continent for opportunities and possibilities!

**Speaker:**

[Elaine Okeke Martin](#), Founder & President, Spa & Wellness Association of Africa

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**14:00 - 14:40****Global Wellness Economy Research Report**

Wellness is a \$4.2 trillion economy, growing nearly twice as fast as the overall global economy. And wellness is garnering attention from every sector of the economy: private and public, medical and non-medical and increasingly governments are examining their roles in this dynamic market. Learn the latest data and the most researched trends for 2019– and for the first time, how the concepts of wellness, wellbeing, and happiness are changing the world.

**Speaker:**

[Susie Ellis](#), Chairman & CEO, Global Wellness Institute

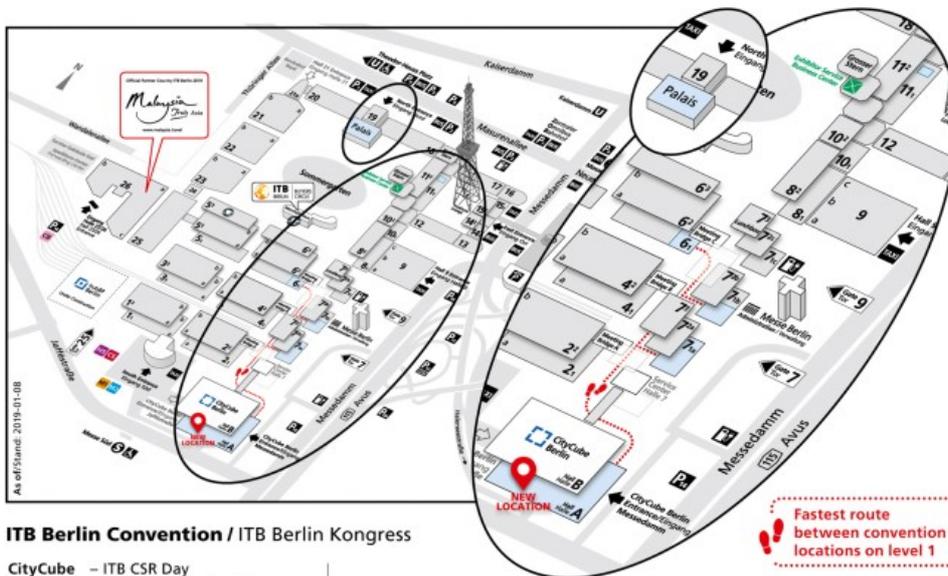
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## ITB Berlin Convention / ITB Berlin Kongress

### CityCube

#### Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR  
 - ITB Business Travel Forum  
 - ITB MICE Forum  
 - ITB MICE Hub

- 7.1b** – eTravel World:  
 eTravel Lab, TTA Forum,  
 ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

- Palais** – ITB Convention Awards

## Contact

Please contact us for concerns or questions:

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