

Press release

## Enormous Dynamic in Russian Tourism

**The Austrian global market leader Schletterer Wellness & Spa Design supports Russian investors on the successful way to a booming wellness & spa nation.**

Moscow, July 2008: Compared to the fast growing global wellness and health tourism industries the Russian wellness & spa tourism is still an emerging success parameter but moving in the right direction. „The Russian tourism will only develop successfully by implementing local lifestyle in a sensitive combination with western business dynamic and planning & realisation know-how. Russia has its own soul and special cultural setting. These shouldn't be changed. A reproduction of European or American concepts will not be successful in Russia“, says *Heinz Schletterer, CEO Schletterer Wellness & Spa Design*.

### **What exactly does the term „Spa“ mean?**

The term „SPA“ comes from Latin origin and describes an old concept for keeping healthy: „sanus per aquam“, being healthy through water. Often an arrangement of individual sauna cabins, steam rooms or cosmetic treatments is defined as a wellness & spa oasis. But what does a real spa consist of? The challenge is to base the spa area on the right strategy and to take a holistic approach.

This holistic spa approach uses a harmonious combination of treatment & beauty, thermal & refreshing experiences, relaxation & meditation, fitness-gym-sport, medical health centre, pools, kids spa and hotel spa suites (spa unit in the own hotel room).

Considering these aspects for the Russian market it means carefully integrating the cultural characteristics and traditions into a creative spa concept with western know-how and the right amount of sensitivity.

### **Dynamic market trends**

Russia has already noticed the need for action. 3 important development currents are becoming apparent in the Russian wellness & spa industry:

- programme to strengthen the national health situation by modernising regional sanatoriums and health resorts
- upgrading of beauty salons with spa treatments
- development of theme-related destination spas, large, luxurious hotel spa areas and stand alone day spas

„In Russia spas can only be planned and operated successfully based on the understanding to consider the spa a world of senses, to concentrate on the people using the spa and to highlight professionalism.“, says *Heinz Schletterer, CEO Schletterer Wellness & Spa Design*.

„The know-how as well as the unique approach to planning, design & realisation of wellness & spa facilities of Schletterer Wellness & Spa Design is well-known and will drive Russia's development.“, *Elena Bogacheva, CEO, Spa Priori*.

**For image downloads and more detailed information on Spa Trends 2020 please visit our website at [www.schletterer.ru](http://www.schletterer.ru)**

### **„We spa your world“**

Schletterer Wellness & Spa Design is a world leader in spa design and spa consulting. The company stands for unique solutions with high profitability regarding conception, architecture, design, engineering, realisation and professional spa management. Heinz Schletterer, CEO, and his team have established more than 1,500 spa installations on a total of over 2 million square metres. The range includes small home spas, cruise ships and large destination spas. More than 120 employees working at the headquarter in Strass, Austria and at the international branch offices achieved an annual turnover of EUR 25 million in 2007. At the moment Schletterer Wellness & Spa Design works on spa hotel projects in cities like Moscow, St. Petersburg, Volgograd, Krasnodar, Anapa and Sochi.

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