

-
- Visegrad Fund
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WellSpaV4



CHALLENGES AND OPPORTUNITIES FOR EUROPEAN SPAS: VISEGRAD 4 AND THE WIDER REGION

Romania
Ioana Marian

MARCH 26TH 2021

→ ABOUT ME



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IOANA MARIAN

Founder



President



Ambassador

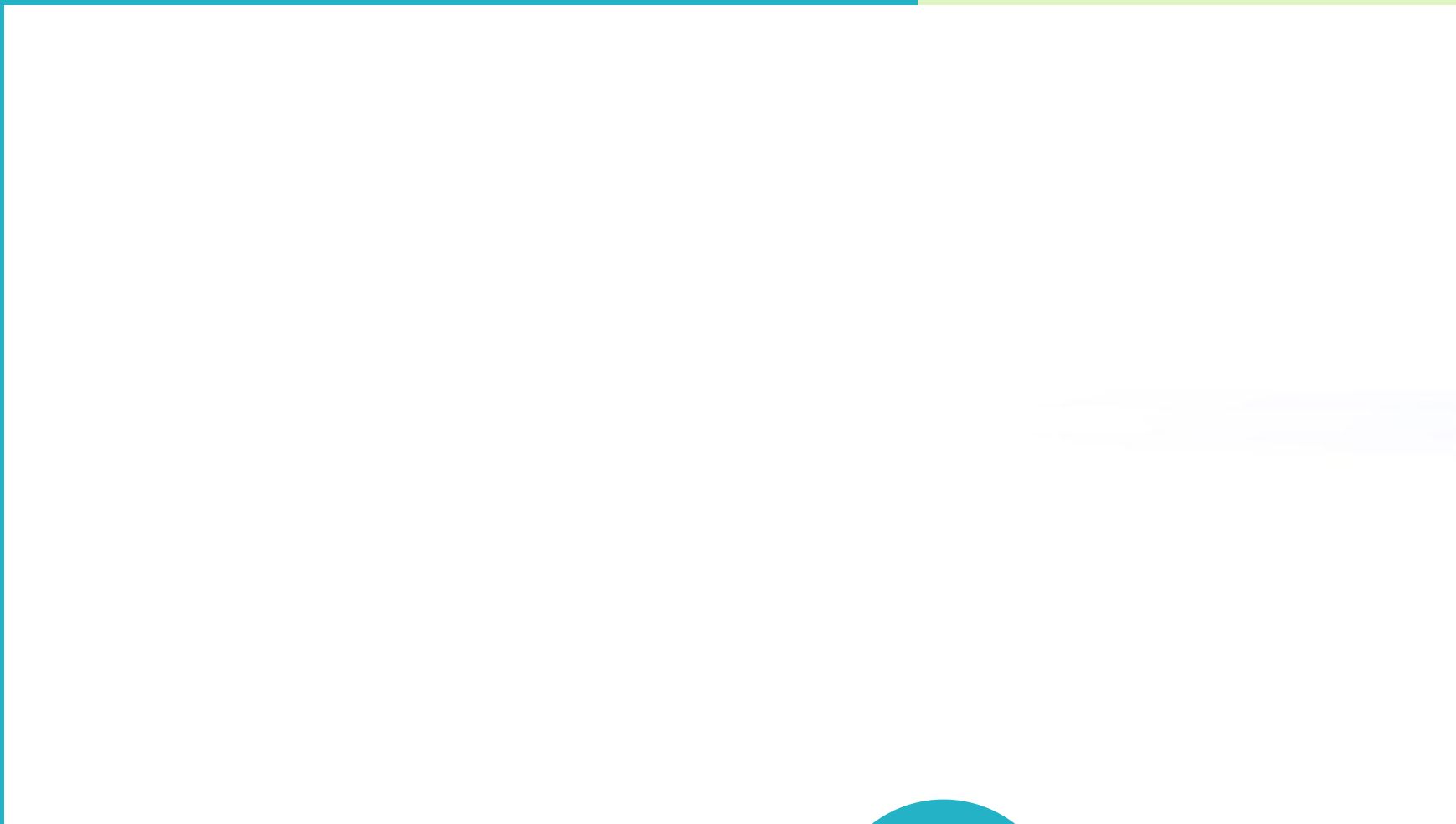
**GLOBAL
WELLNESS
DAY®**

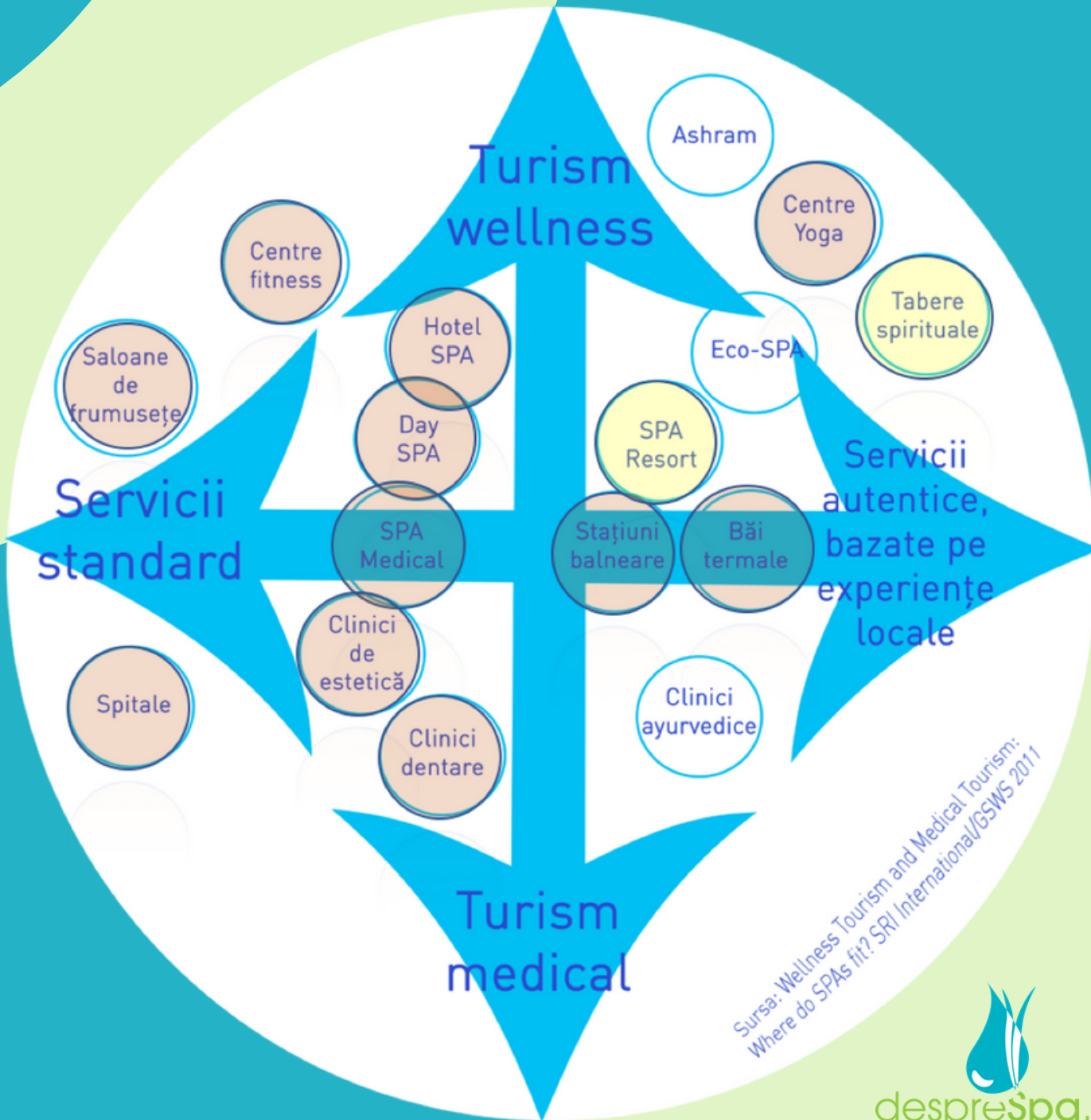


**Member
2 Initiatives**



Romania spa & wellness destination





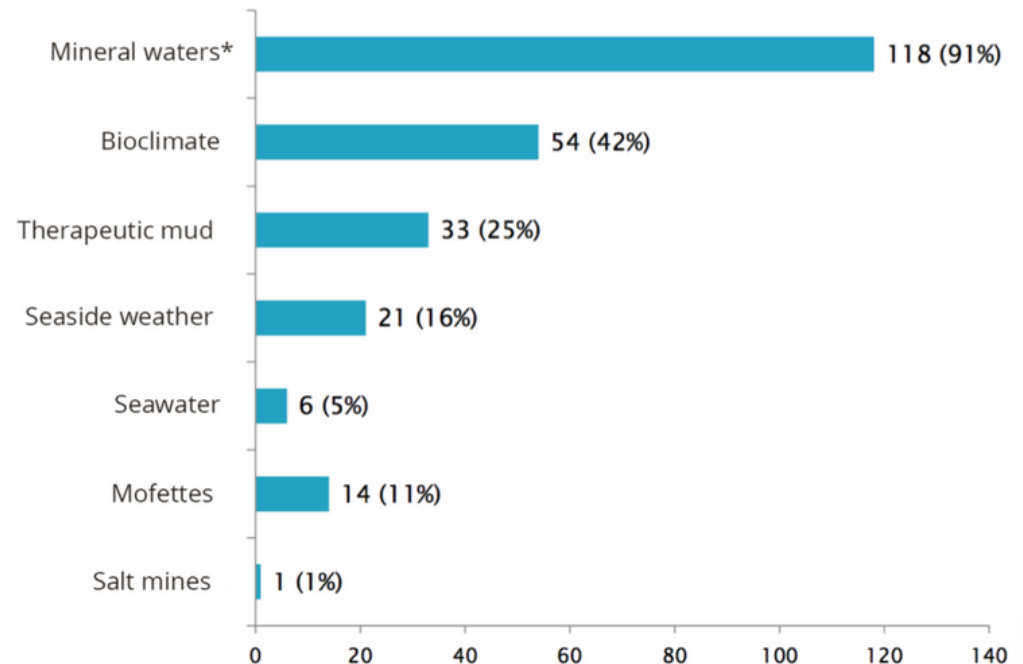
Sursa: Wellness Tourism and Medical Tourism:
Where do SPAs fit? SRI International/GSWS 2011

Today, in Romania

130 balneary treatment facilities in Romania represents up 7,5% of the entire authorized accommodation capacity of Romania:

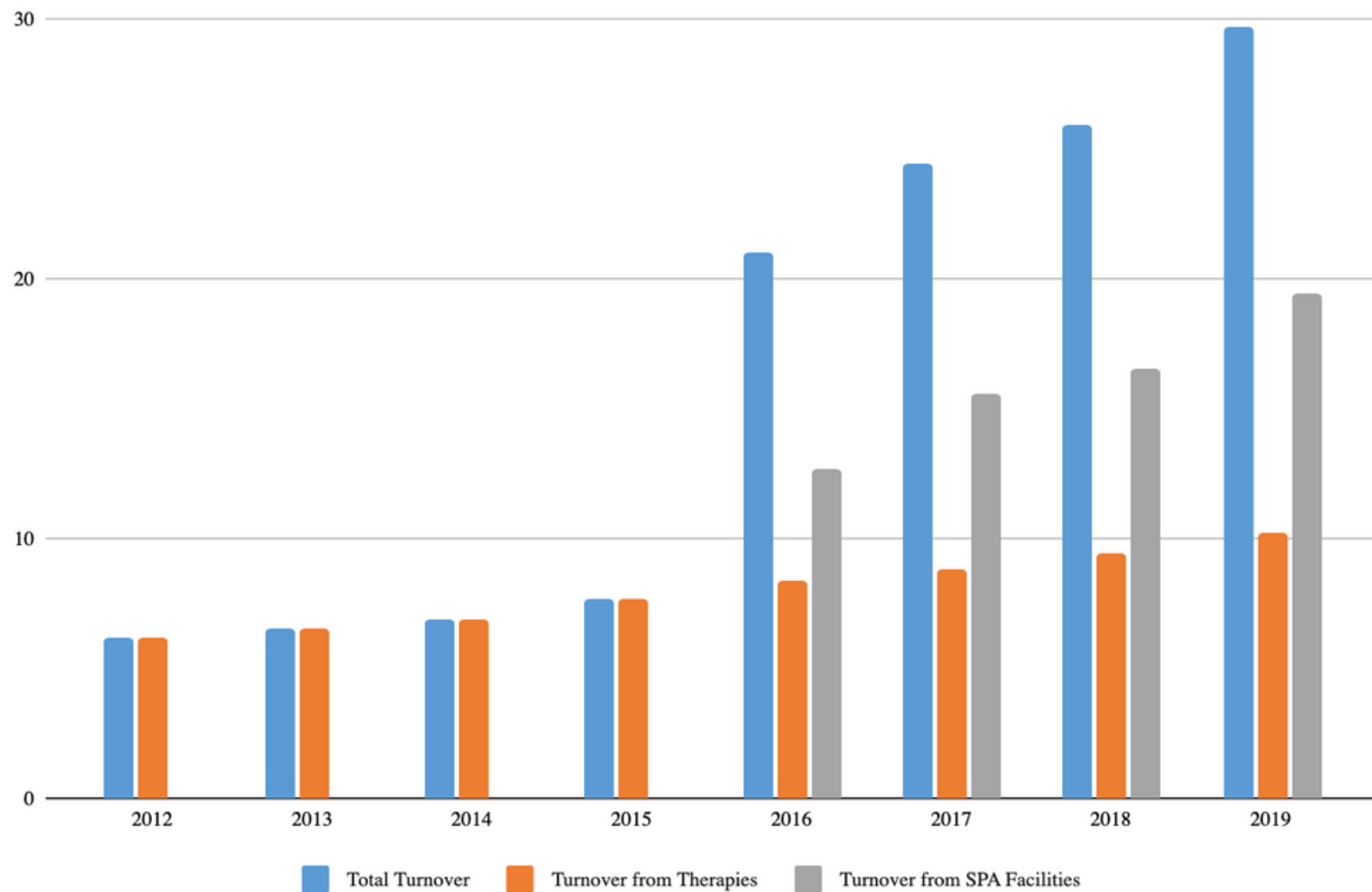
- 10% are four and five star hotels
- 44% are 3 star hotels
- 44% are 2 star hotels
- 2% are 1 star hotels

Natural Cure Factors in Romanian Balneary Treatment Facilities

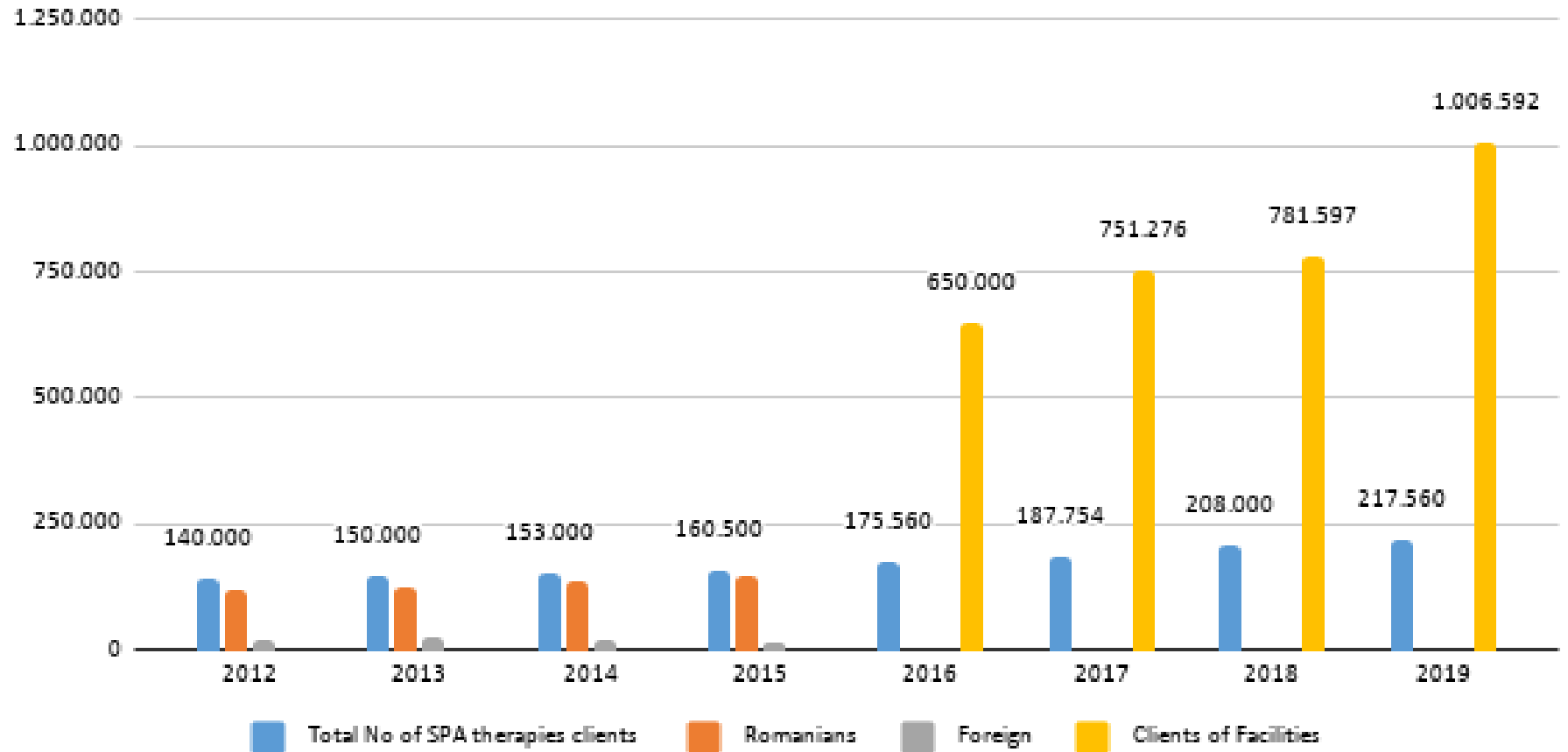


*including thermal and mesothermal waters

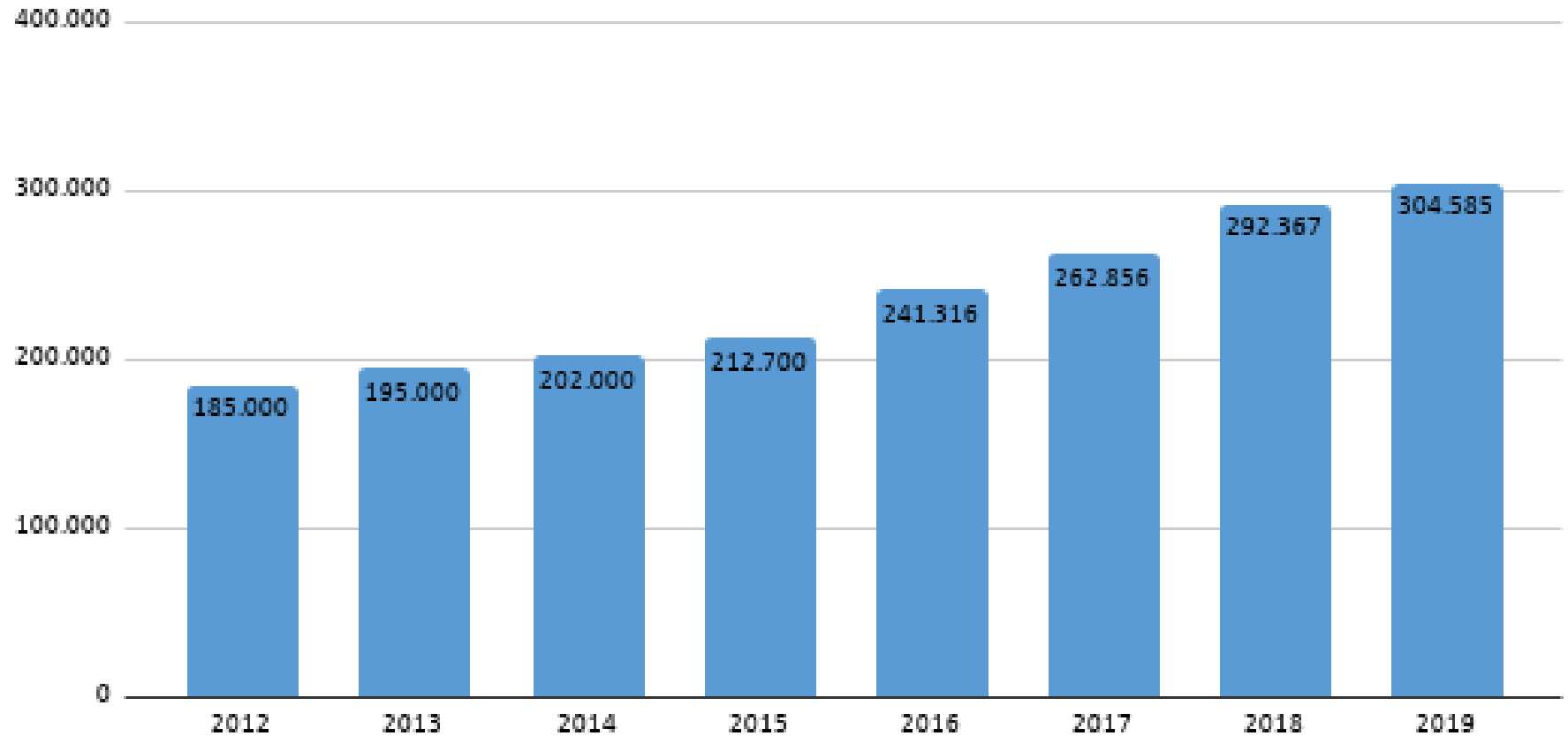
Total T/O SPA Market Romania (MEUR)



Total No of SPA Clients



Total No of SPA Therapies

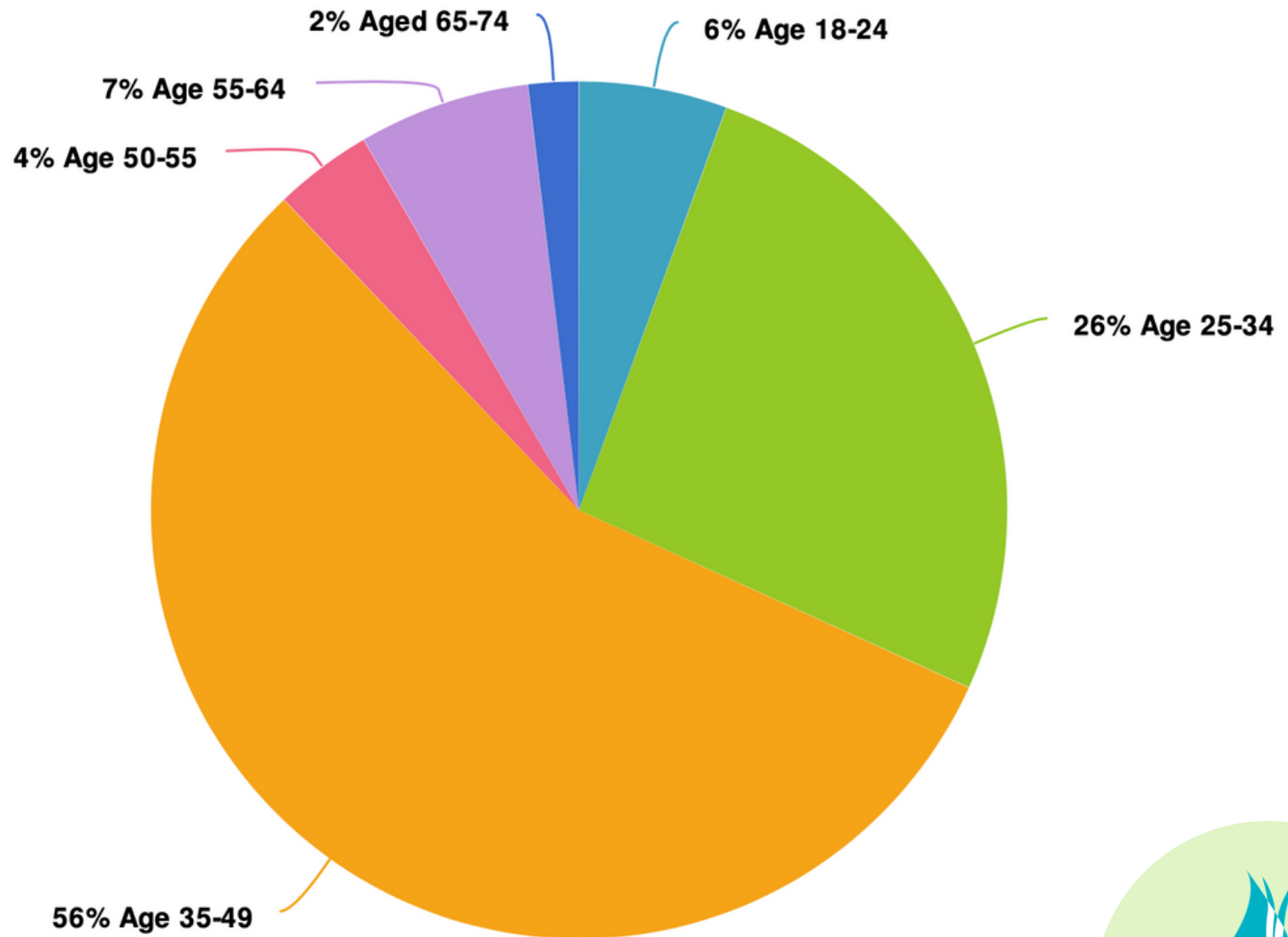


→ **#LOCKDOWN!**



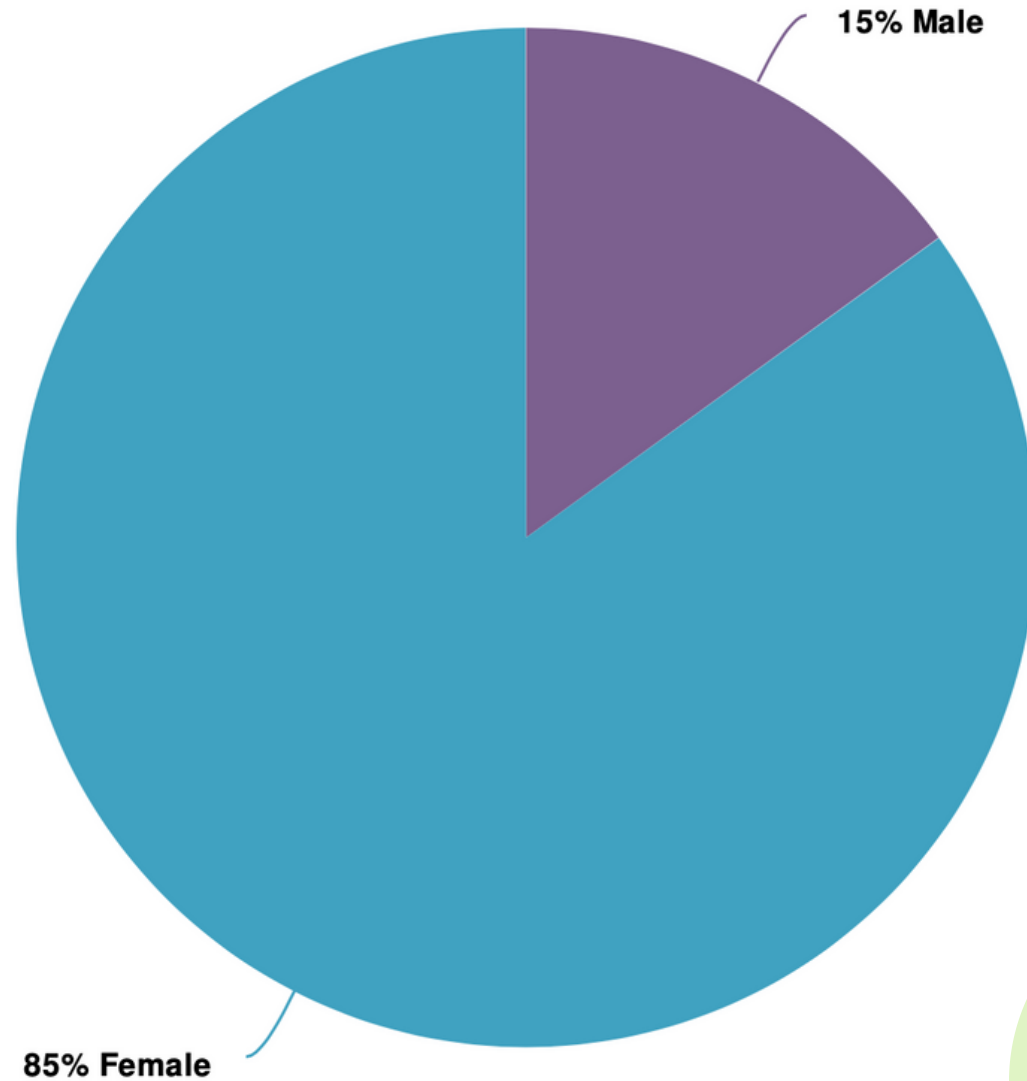
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1. What is your age group?



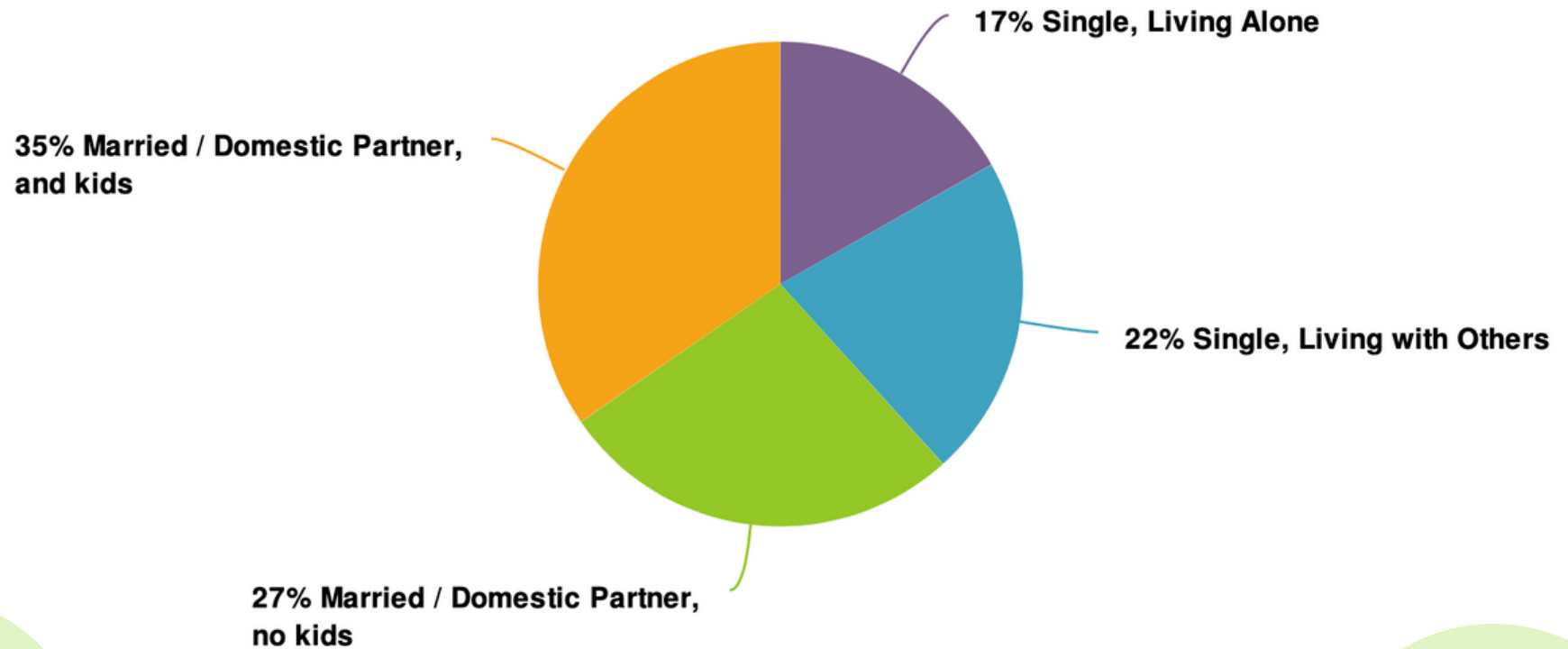
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2. What is your gender?



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4. Are you?



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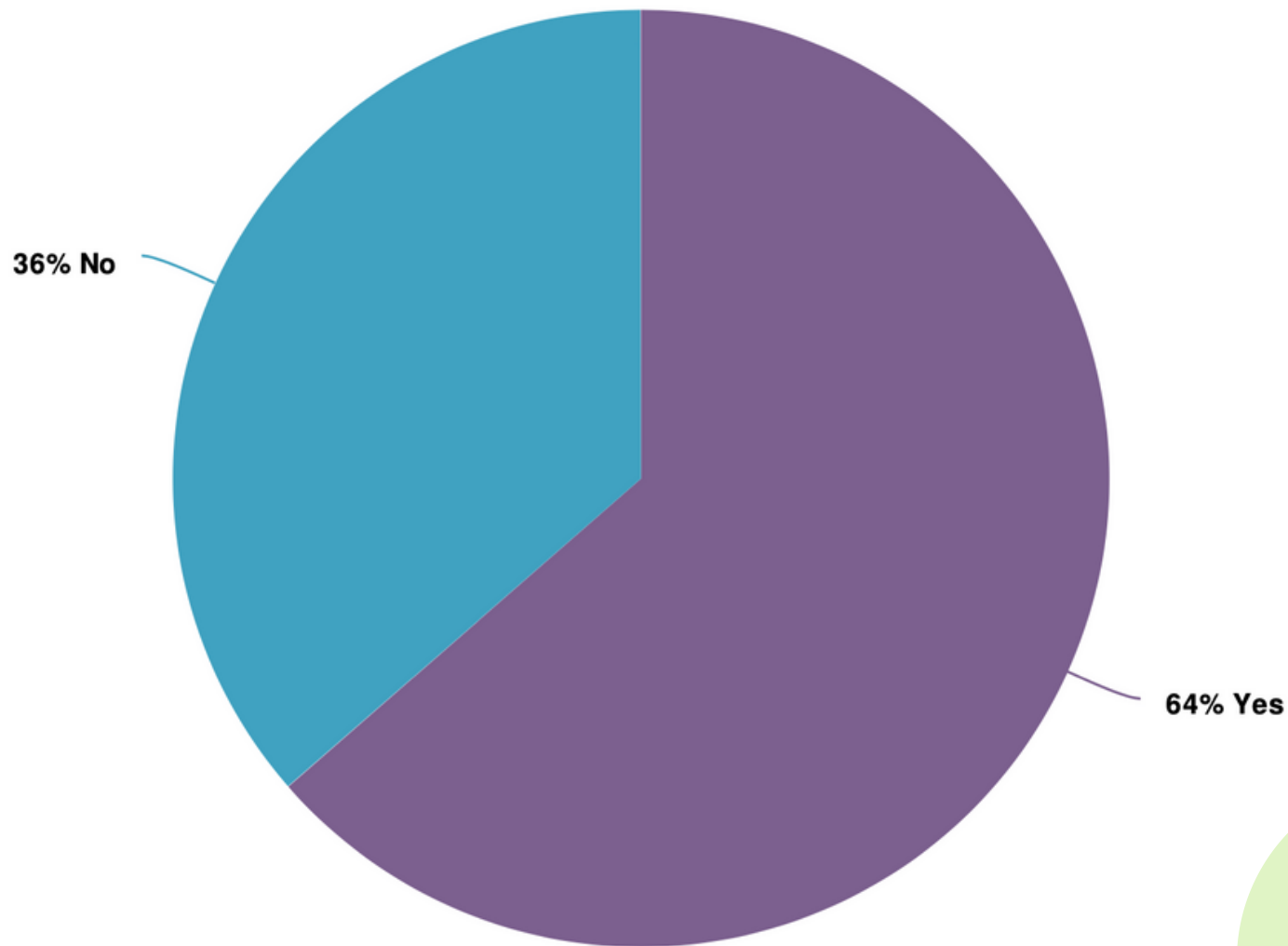
5. During this global pandemic, how would you rate out of 10 your wellbeing?(1 being extremely low and 10 being extremely high)

	1	2	3	4	5	6	7	8	9	10	Responses
Overall wellbeing	1	0	3	3	15	12	20	37	13	3	107
Count	0.9%	0.0%	2.8%	2.8%	14.0%	11.2%	18.7%	34.6%	12.1%	2.8%	
Row %											
Physical wellbeing	1	1	2	9	10	8	23	32	13	8	107
Count	0.9%	0.9%	1.9%	8.4%	9.3%	7.5%	21.5%	29.9%	12.1%	7.5%	
Row %											
Mental wellbeing	1	0	4	8	9	8	21	26	24	6	107
Count	0.9%	0.0%	3.7%	7.5%	8.4%	7.5%	19.6%	24.3%	22.4%	5.6%	
Row %											
Social wellbeing	1	8	11	13	19	20	11	12	9	3	107
Count	0.9%	7.5%	10.3%	12.1%	17.8%	18.7%	10.3%	11.2%	8.4%	2.8%	
Row %											
Spiritual wellbeing	1	3	4	6	13	9	15	22	25	9	107
Count	0.9%	2.8%	3.7%	5.6%	12.1%	8.4%	14.0%	20.6%	23.4%	8.4%	
Row %											
Financial wellbeing	2	4	8	4	17	8	19	23	15	7	107
Count	1.9%	3.7%	7.5%	3.7%	15.9%	7.5%	17.8%	21.5%	14.0%	6.5%	
Row %											



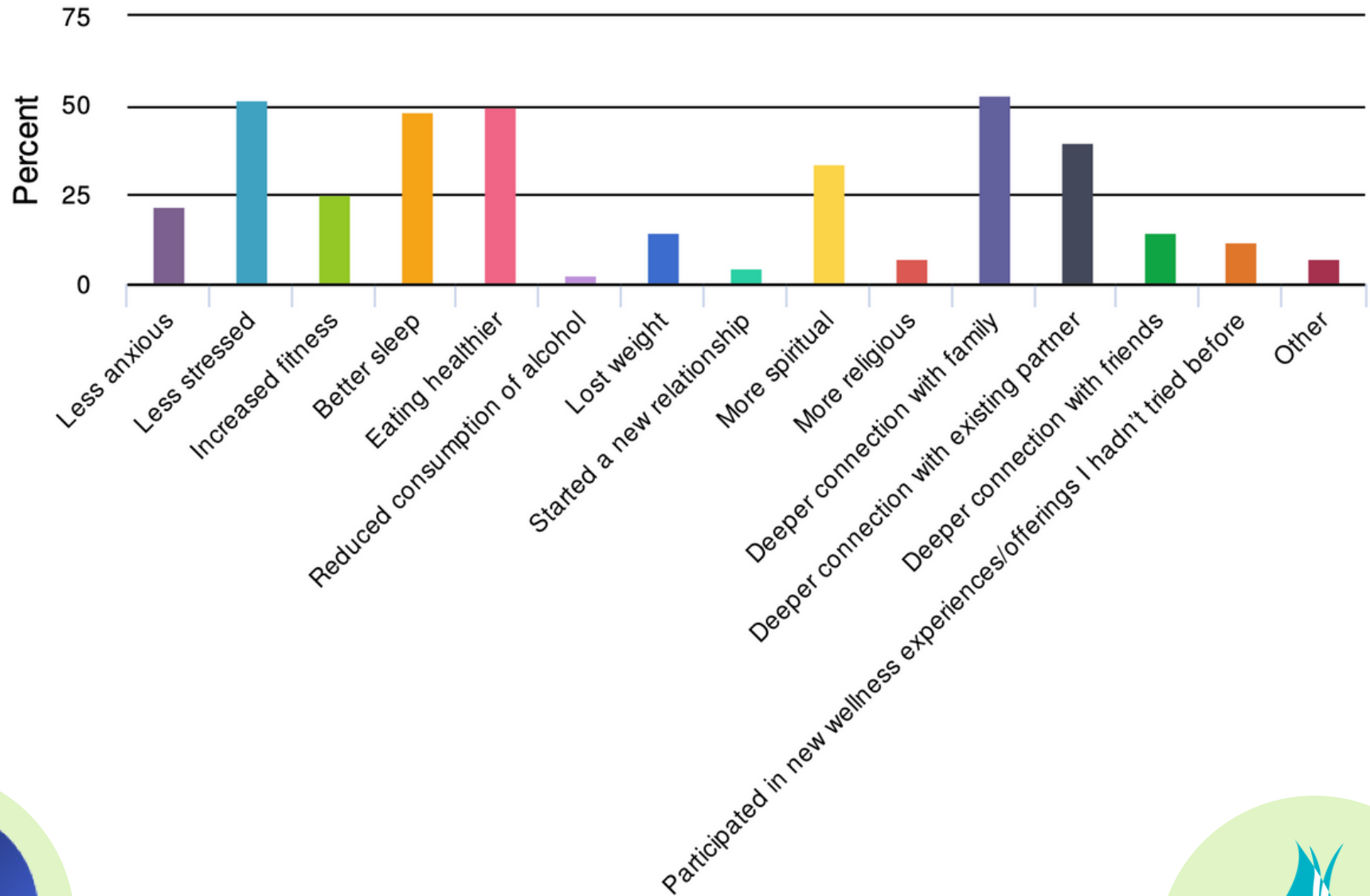
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9. Have you found any unexpected benefits to your wellbeing or lifestyle resulting from isolation and new social distancing measures experienced by COVID-19?



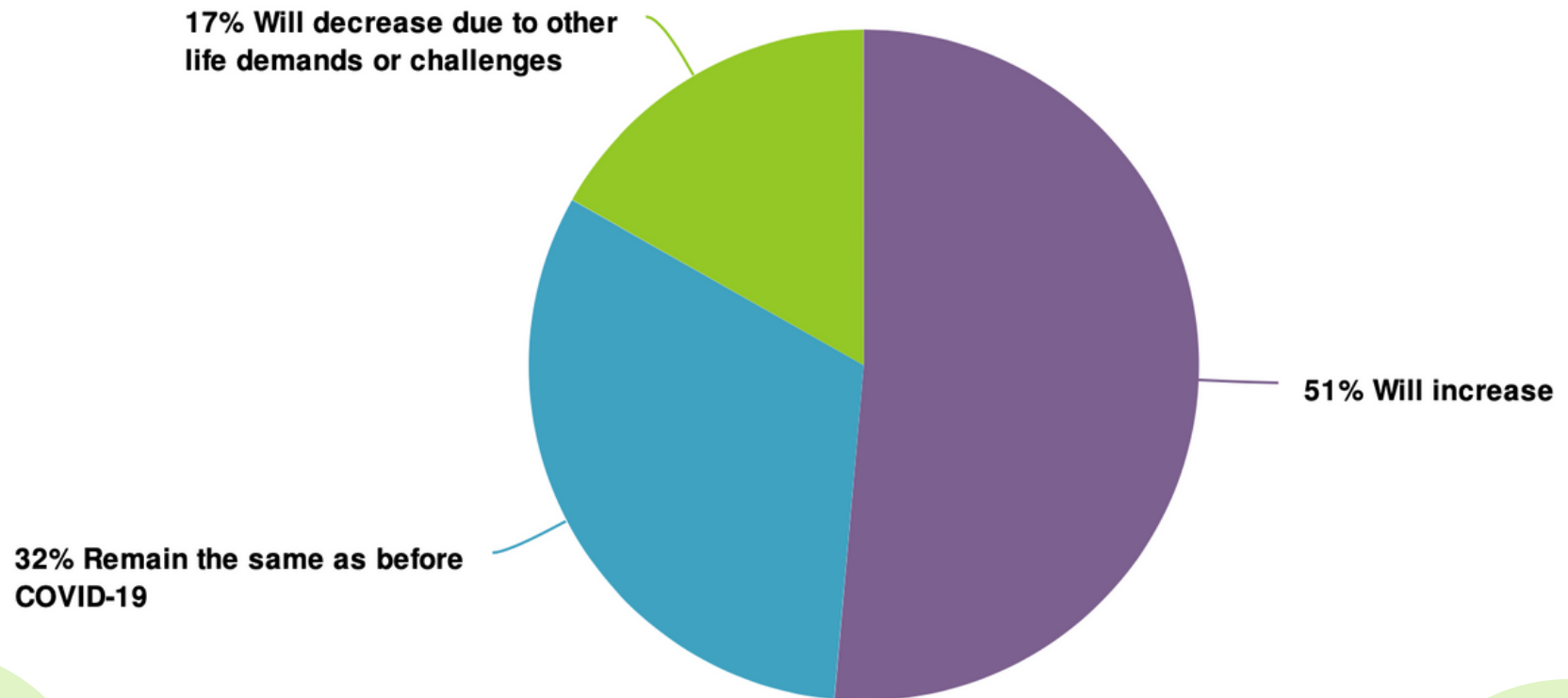
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10. If yes, what benefits? (please tick all applicable)



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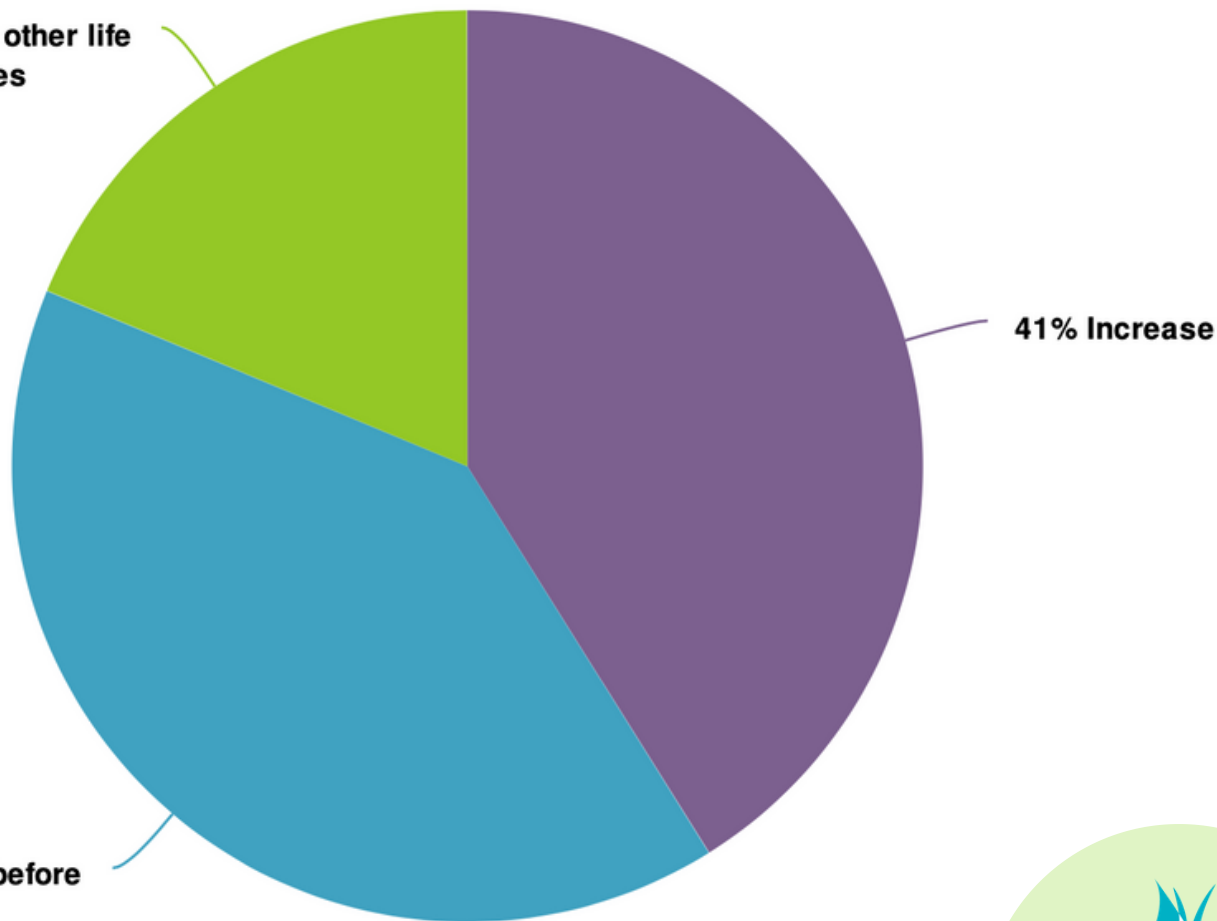
11. When the majority of COVID-19 restrictions are lifted, do you think your focus on your wellbeing



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12. When COVID-19 travel restrictions are lifted and travel resumes, will your intention for wellness travel

19% Decrease due to other life demands or challenges



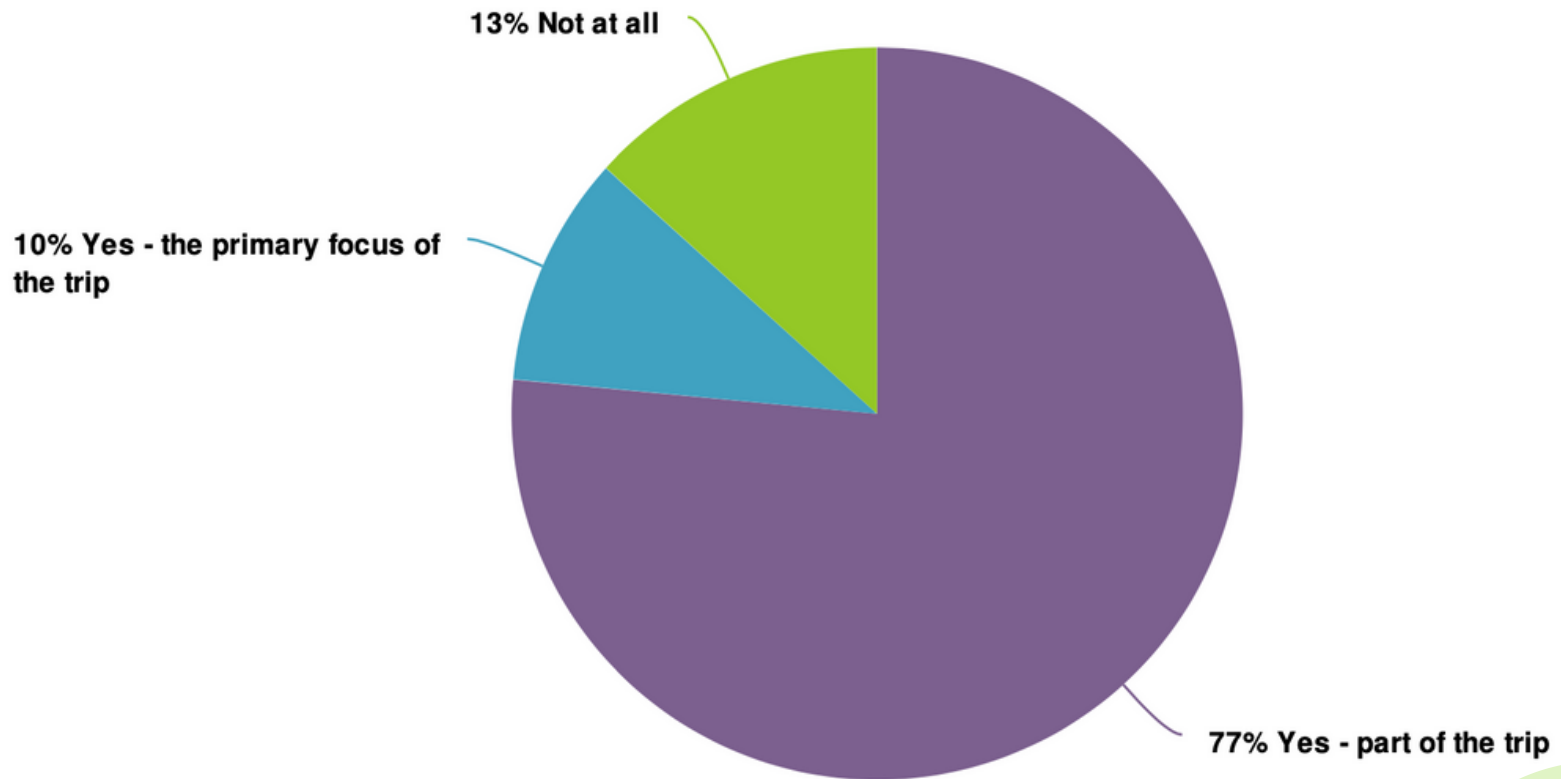
41% Increase

40% Remain the same as before COVID-19



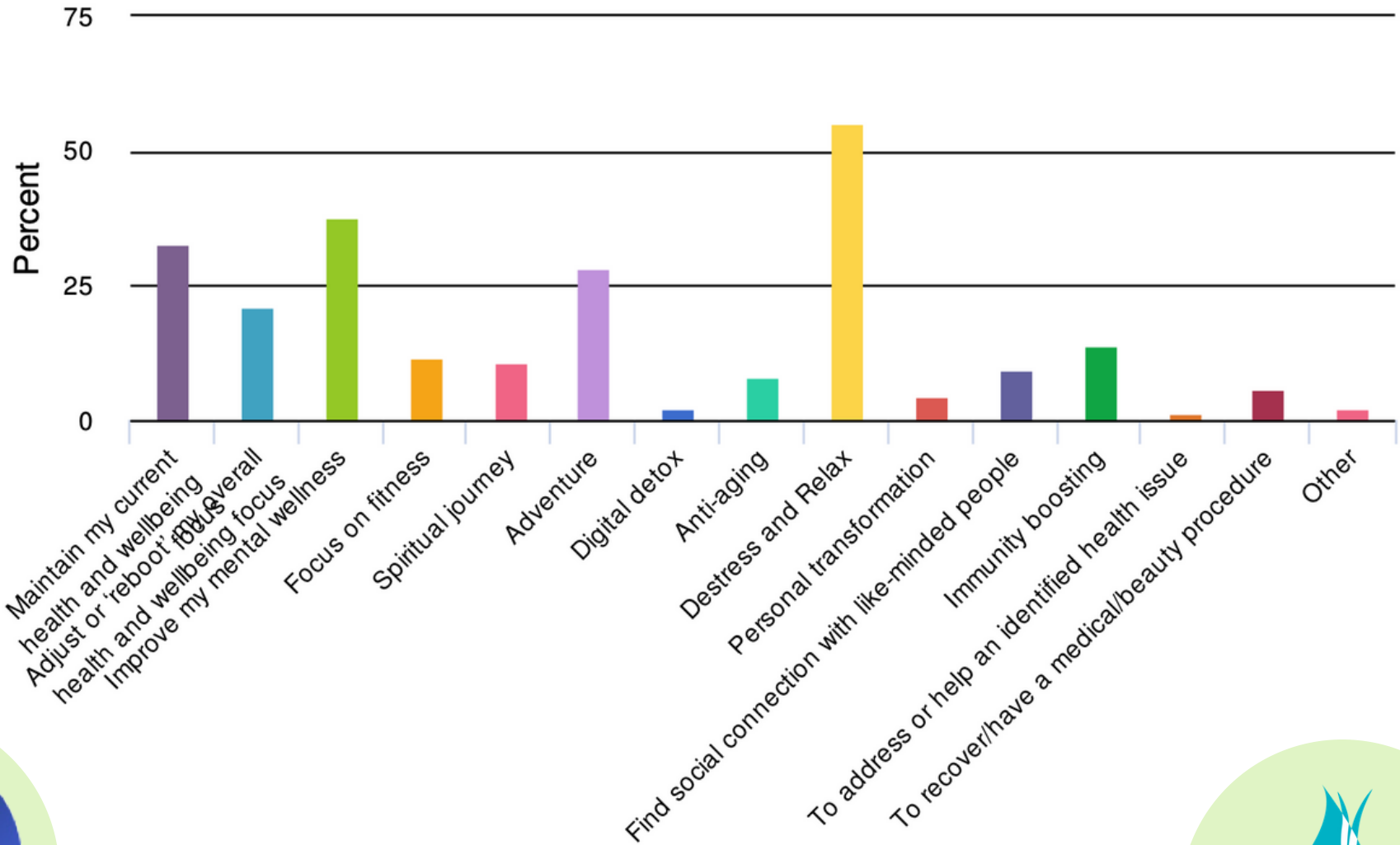
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19. Will this leisure trip include a wellness component? (Wellness is defined as something to kickstart, maintain or improve your mental, physical or spiritual wellbeing)



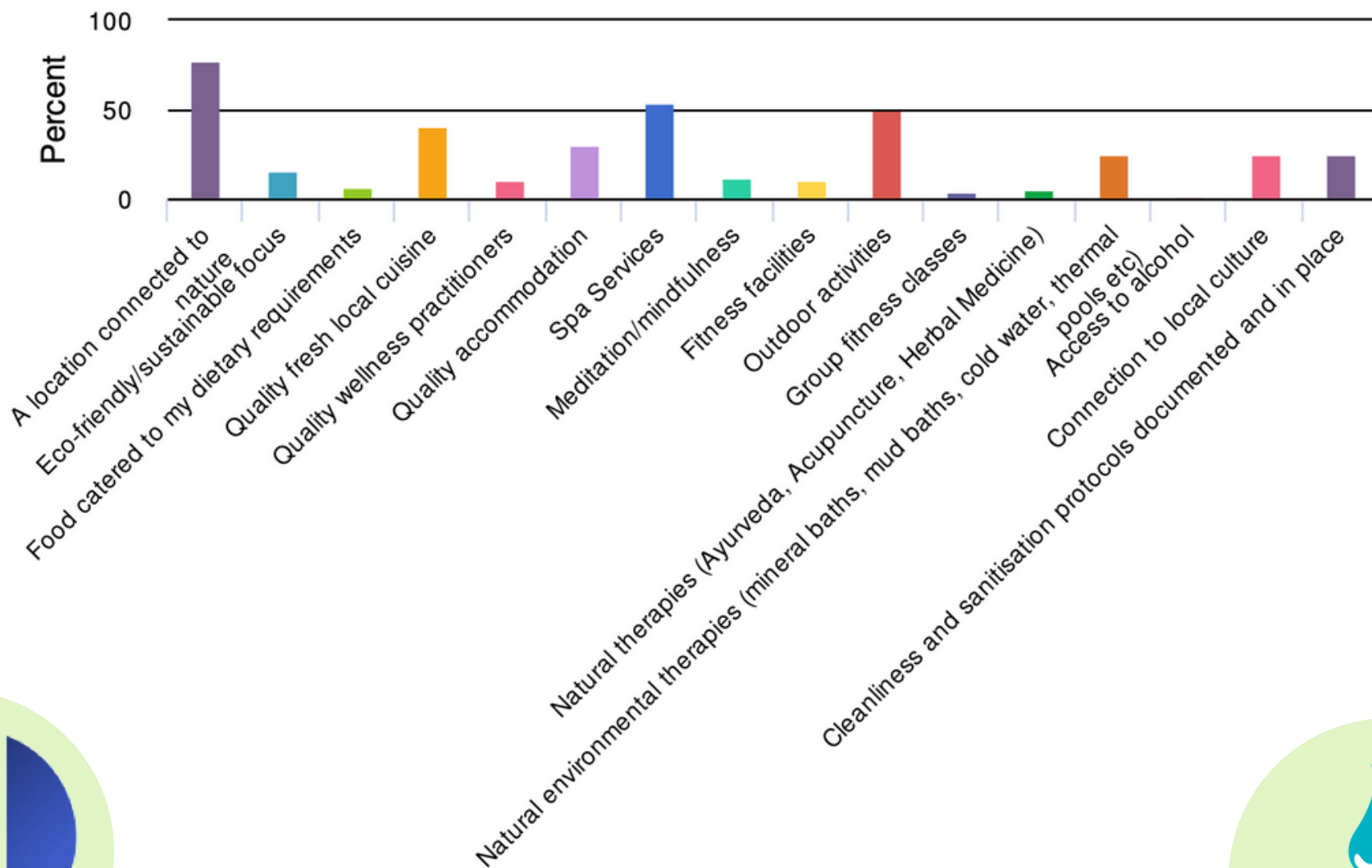
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20. What is the main reason/s for the wellness component or focus of your leisure trip? (pick up to three)



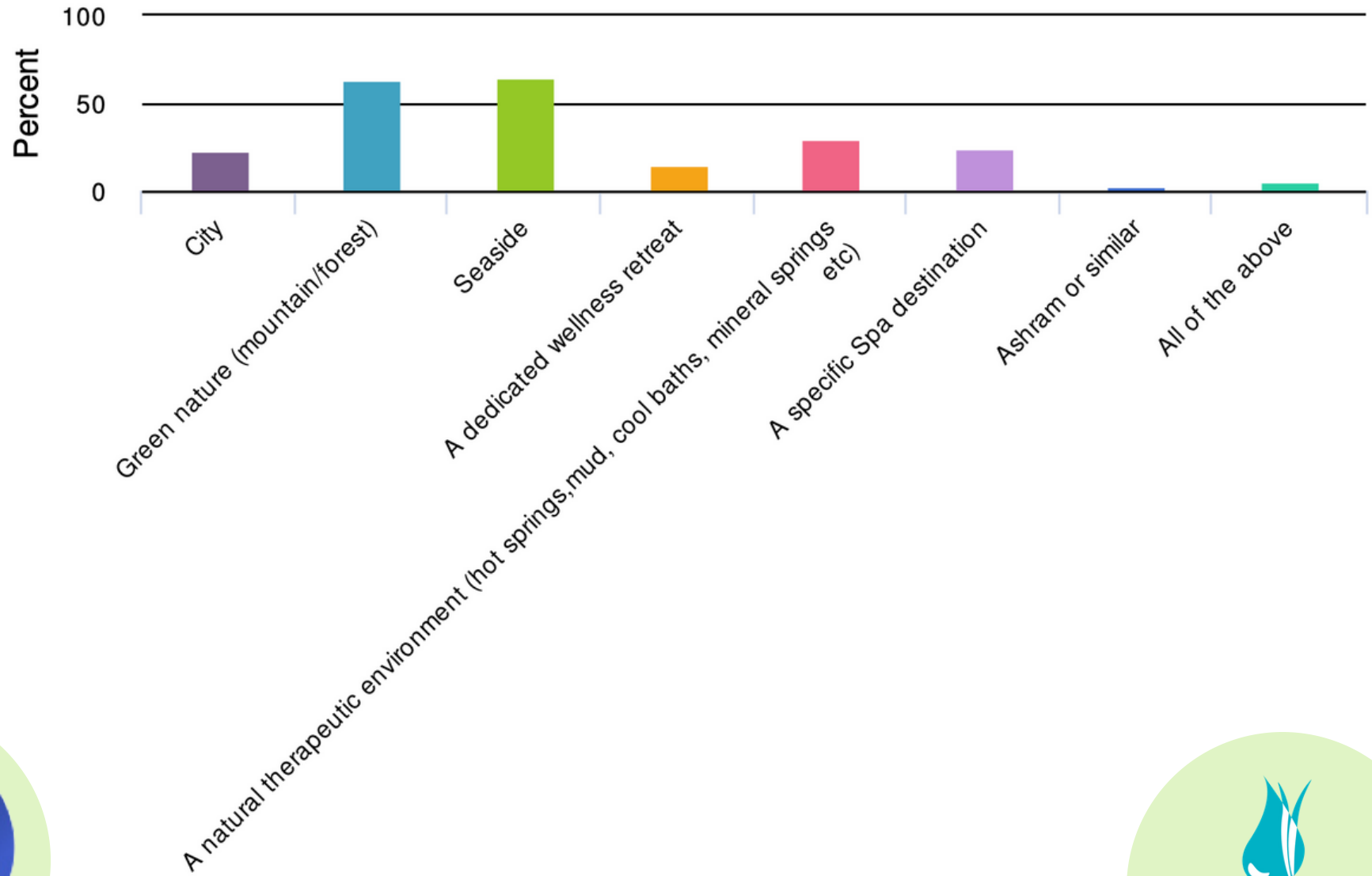
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21. What are the top wellness experiences or expectations you are seeking? (pick top 5)



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23. With regard to the specific locations is your preference (pick up to three)



Mentorship Program Spa Managers, Head Spa Therapists 100% free

MENTORII PROGRAMULUI

EDITIA I



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PROGRAM

MENTORAT

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THANK
YOU!

