

wellness summit

International Conference for the
Professional Wellness, Spa and Medical Spa Industry

October 13 – 14, 2006
Wiesbaden

Kurhaus Wiesbaden &
Hotel Nassauer Hof
Wiesbaden





The call for active preventive healthcare initiated by patients themselves is hardly new in our society. Indeed, wellness has become a way of life for many and is now a market worth many billions of euros. And it is a global phenomenon that is nowhere to be seen more clearly than in the international hotel sector. Today, the fields of spa and wellness are still distinguished by great dynamism and innumerable innovations. However, experience is still lacking as a factor for managerial stability. Which services should be offered? What do spa guests really expect? How do spas help people and society? What does the ideal spa look like? What is the best operational form? Individuality or off-the-peg wellness? Radical investment or gradual expansion? And what are the ingredients for successful marketing in a global setting?

All of these questions and more will be answered by the Wellness Summit 2006. Drawing on its vast experience, Messe Frankfurt has created an expert platform for the best of the international spa and wellness hotel sector, for an unparalleled exchange of ideas and opinions, as well as that all-important subject, networking. The result is a congress that compares the best from East and West, presents proven concepts and points out ways for the future. With speakers who set international standards.

I am delighted that you are interested in profiting from the high standard of this event in the traditional health resort of Wiesbaden and wish you two stimulating days full of inspiration for your spa business.

Christiane Walter
Director Wellness Summit

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Conference Programme

Friday, 13 October, 2006
Christian-Zais-Saal, Kurhaus Wiesbaden

Bridging East & West – The World of Spa is booming. – What will come beyond?

09:30 h	Organizer's welcome address Christiane Walter, Messe Frankfurt Exhibition GmbH, Frankfurt am Main
09:35 h	Introduction: Andrew Gibson, Raison d'Etire, Täby/Sweden
09:40 h	Keynote Presentation: Spas around the World – Today's Key Topics. Future Developments. Presentation: Andrew Gibson, Täby/Sweden The Changing Face of Wellness – A Global Perspective Michael Loh, Spa Asia, Singapore Spa-Trends: Calm Waters. Turbulent Waters. What's ahead for the spa industry as it expands globally? Susie Ellis, Spa Finder Inc., New York/USA Spa in Central Europe: from 'high tech' to 'high touch' – holistic spa concepts on the rise Dr. Franz Linser, Tirol Wellness / Linser & Partner Consulting GmbH, Innsbruck/Austria People's request for complementary medicine will change the medical markets Professor Marc Cohen, Royal Melbourne Institute of Technology, Melbourne/Australia Discussion, Conclusion and Summary
11:00 h	Break
11:15 h	Profitable Spa Management and Marketing in a global Environment Introduction and Presentation: Andrew Gibson, Täby/Sweden
11:20 h	The Role of an International Spa Consultant – Approaching your Spa Concept from Data based Research and analysing your Demand Drivers Richard Dusseau, Spa Strategy Inc., Denver/USA
12:05 h	Marketing your Spa on an International Scale – From PR to the Internet – Premises, Contacts, Internet Know How Pete Ellis, Spa Finder Inc., New York/USA
13:00 h	Lunch at the Hotel Nassauer Hof Wiesbaden
14:30 h	How the 21st Century Spa will influence the Traditional Spa in Europe Raoul Andrews Sudre, Aspen Spa Institut, Fort Lauderdale/USA
15:15 h	Wellness Spa Retail – the Critical Success Factor for a highly profitable Spa Mark Wuttke, Wuttke Group LLC, Atlanta/USA
16:00 h	Corporate Branding as a Basis for your Business Success The 'tristesse' of everything being the same everywhere – from generalism to specialism – how to build a brand – the power of images – why should we be selling experiences? – Welcome to the future spa Prof. Dr. Heinz Kroehl, Kroehlgruppe, Frankfurt am Main/Germany
16:40 h	Discussion, Conclusion and Summary Presentation: Andrew Gibson, Täby/Sweden

Saturday, 14 October, 2006
 Christian-Zais-Saal, Kurhaus Wiesbaden

09:00 h	<p>Learning from the Leaders – Examples of Corporate Spa Strategies – Spa Concepts, Leaderships and Business Models Introduction: Mark Wuttke, Atlanta/USA</p>
09:05 h	<p>The Tools for Branding, Positioning, Selling & Marketing an International Spa Brand Sonee Singh, Group Spa Manager / Marketing, Mandarin Oriental Hotel Group, Hong Kong</p>
09:40 h	<p>Co-operation with a Spa Management Company – How to retain Originality and Individuality whilst maintaining Corporate Brand Integrity Pros and Cons of running your Spa by using a Spa Management Company vs. Running your own Spa Andrew Gibson, Raison d’Etre Täby/Sweden</p>
10:15 h	<p>The 5 Critical Success Factors for Spa Leaders of the Future Anne McCall Wilson, Fairmont Hotels & Resorts, Toronto/Canada</p>
10:50 h	Break
11:00 h	<p>The Tropical Asian Spa – Description, Specifics – What can be brought to European Spas? Jeffrey Matthews, Mandara Spas, Bali/Indonesia</p>
11:35 h	<p>How to create a successful and tailor-made Spa Concept Anna Bjurstam, Raison d’Etre Täby/Sweden</p>
12:10 h	<p>Discussion, Conclusion and Summary Moderation: Mark Wuttke, Atlanta/USA</p>
12:30 h	Lunch at the Hotel Nassauer Hof Wiesbaden
14:10 h	<p>Medical Spa – An Outlook for the Future – The hidden health value of spa and massage therapies – And how can the wellness and spa hotel industry and the health industry collaborate more effectively? Medical Wellness and Spa – Definitions and Market Overview for the German speaking Countries and International Comparisons Jörg Hidding, Aktiv-Consult, Heppenheim/Germany and ISWA – International Spa & Wellness Association – Germany, Berlin/Montabaur/Germany</p>
14:30 h	<p>The Power of Touch Professor Marc Cohen, Royal Melbourne Institute of Technology, Melbourne/Australia</p>
15:05 h	Break
15:15 h	<p>Panel Discussion: From ancient Mineral Springs Spa Traditions to Modern European Medical Spa Strategies Introduction and Presentation: Michael Altewischer, Wellness Hotels Deutschland, Düsseldorf/Germany and ISWA – International Spa & Wellness Association – Germany, Montabaur/Germany</p> <p>From the traditional health cure to a modern holistic healthcare provider Dr. Matthias Menschel, Menschels Vitalresort, Bad Sobernheim/Germany</p> <p>A successful European Medical Spa – Responding to customer demand Andreas Wieser, Lanserhof, Innsbruck/Austria</p> <p>Work Life Balance and Opportunities Arising for Hotels Prof. Dr. med. Gerd Schnack, Deutsche Gesellschaft für Präventivmedizin e.V., Hamburg/Germany</p> <p>Opportunities to integrate the Health Care System and Spa Hotel Industry RA Hans Joachim Schade, Broglie, Schade & Partner, Wiesbaden/Germany</p> <p>Discussion, Conclusion and Summary Presentation: Michael Altewischer, Düsseldorf/Germany</p>
16:45 h	<p>Wellness Summit Wiesbaden/Deutschland – Final Statements and Conclusions on: Bridging East & West – The World of Spa is booming. – What will come beyond? Presentation: Andrew Gibson, Täby/Sweden and Mark Wuttke, Atlanta/USA Participants: Michael Loh, Professor Marc Cohen, Susie Ellis, Richard Dusseau, Dr. Franz Linser, RA Hans Joachim Schade</p>

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The speakers



Michael Altewischer

Wellness Hotels Deutschland GmbH, Düsseldorf, Germany

Michael Altewischer has been Managing Director of Wellness Hotels Deutschland in Düsseldorf since 2001. The main focus of his work is on the operational planning of wellness enterprises and the administrative running of spa facilities. He is an honorary member of the Advisory Board of the International Hotel Association Germany (IHA) where he shares responsibility for the wellness hotel segment. He is also a member of the Board of Governors of the International Spa & Wellness Association (ISWA) and of the Extended Board of the Federal Trade Association of Public Baths (Bundesfachverband Öffentliche Bäder e.V.). Following his studies at the Hotel Management School in Heidelberg, Michael Altewischer worked in controlling and, for over ten years, as managing director of small to medium-sized hotels.



Anna Bjurstam

Raison d'Être, Täby, Sweden

Anna Bjurstam has always been a health and fitness enthusiast and has worked in the business for 18 years. Together with her interest in training and a degree in business management, she began working for the 24 Hours fitness chain. Anna Bjurstam trained in alternative therapies, meditation and yoga before joining Raison d'Être, which opened its first spa at Soneva Fushi on the Maldives, in 1999. As managing director, she became a leading figure for an ever-growing company of global professionals in the world of renowned spas such as Amanpuri, Amangain, Four Seasons Qatar, etc. From initial contract negotiations and the creation of customised business solutions to inspiring and teaching line staff, her grasp of every aspect of spas has earned her a deserved reputation as a 'Master of Spa'.



Professor Marc Cohen

Royal Melbourne Institute of Technology, Melbourne, Australia

Professor Marc Cohen is the Founding Professor of Complementary Medicine at RMIT University, President of the Australasian Integrative Medicine Association and the past Founding Director of the Centre for Complementary Medicine at Monash University, Victoria, Australia. He has over 20 years of experience studying and researching health from different perspectives. He also has an honours degree in physiology and psychological medicine, a PhD in Traditional Chinese Medicine and a second PhD in electrical engineering in the field of bioenergetics.



Richard Dusseau

Spa Strategy Inc., Denver, Colorado, USA

Richard Dusseau studied sociology at the University of Texas and is the co-founder and managing partner of Spa Strategy, Inc., a team of experienced professionals who are able to deliver the world's most innovative and luxurious spas. The team utilizes its skill set synergy in the areas of market research, feasibility, menu and service development, interior design, retailing, marketing and hotel operations to deliver complete and measurable results. Using a comprehensive statistical database on the spa industry, Spa Strategy can make recommendations that maximize the financial impact of a spa on the overall value of the asset, while positioning it for long-term growth and stability. Spa Strategy is able to integrate spa operations into the hotel and utilize their tremendous marketing advantages.



Pete Ellis
SpaFinder, Inc., New York, USA

Pete Ellis is Chairman and CEO of Spa Finder, Inc., the world's largest spa marketing company. Ellis has a background in building companies that dominate their arenas and use technology to redefine entire industries. In 1994-95, he launched the first car-buying web site, Autobytel.com, a true 'dot-com' success. Spa Finder provided a perfect fit for Ellis' background as an industry aggregator. Under Ellis' leadership, Spa Finder works to connect the players that comprise the once-disjointed spa market – day and stay spas, marketing partners, travel agents, etc. – in creative ways that offer new benefits for all. Ellis has received numerous industry awards and is one of the top marketers in the U.S. He is a popular speaker at international business events including the World Economic Forum at Davos.



Susie Ellis
SpaFinder, Inc., New York, USA

With over 25 years of spa industry experience, Susie Ellis combines a vast knowledge of spas, health and wellness with business acumen to keep Spa Finder at the heart of the booming spa phenomenon. She is also the driving force behind the company's expanded publishing division. As author of the popular Ask Susie column in Luxury SpaFinder Magazine, Susie is recognized worldwide as the leading authority on the spa industry and lifestyle trends. She publishes an annual listing of emerging global spa trends, which are regularly cited in the world's media. Ellis was spa director at Donald Trump's Mar-a-Lago Club in Palm Beach, Florida. She helped design the first Golden Door Spa-at-Sea Program aboard the QE2 cruise liner and has served on the California Governor's Council on Physical Fitness and Sports.



Andrew Gibson
Raison d'Etre, Täby, Sweden

Andrew Gibson is a partner of Raison d'Etre. He was previously the Managing Director of Six Senses Spa. Over a period of almost three years, he helped to establish Six Senses as one of the leading global spa management companies. He has been an owner, operator, developer and manager of all kinds of leisure and spa facilities. He is also one of the few individuals with rare and interesting credentials of involvement in both the finance and construction sectors and has contributed to projects all over the world, particularly in Asia, Europe and the Middle East.



Jörg Hidding
Aktiv-Consult, Heppenheim, Germany / ISWA – International Spa & Wellness Association – Germany, Berlin/Montabaur, Germany

Jörg Hidding is a professional consultant with an established profile in the fitness, hotel and spa industry. He has a vast experience in the fields of project development, implementation and operations. As an independent consultant, Hidding has contributed to many projects throughout Europe including Technogym Wellness, Comfort Zone and Althoff Hotels & Residences. His services range from pre-opening activities with managed brainstorming and strategy development to management training. He also carries out market studies, such as the Fitness & Leisure Report of Hypovereinsbank, Germany. Hidding studied business management at the University of Frankfurt and is a graduate in Professional Club Management of the IHRSA Institute in Boston, USA.



Prof. Dr. Heinz Kroehl

Kroehlgruppe Frankfurt am Main, Germany

As President of the European Spa Academy – Consulting, Certification, Education – and head of Kroehlgruppe in Frankfurt/Main, Prof. Heinz Kroehl has developed many large-scale projects for clinics and medical spas and worked together with eminent architects such as Behnisch, Stuttgart, Matteo Thun, Milan and Pei Cobb Freed & Partners, New York. His contributions to design have been honoured in international publications. 25 years ago, he joined forces with Richard Schmitz, director and member of the advisory committee of the Oetker Group, to set up award-winning Brenner's Spa, the first spa resort in Europe. With the spa magazine of the same name, Prof. Kroehl created a medium that has been acclaimed worldwide and helped the spa idea to gain its success. He is editor of the international magazine 'Spaing'.



Dr. Franz Linser

Tirol Wellness / Linser & Partner Consulting GmbH, Innsbruck, Austria

Dr. Franz Linser is Chairman of Tirol Wellness, a cooperation of 60 manufacturing and consultancy companies of the wellness and spa industry. He is also General Manager of Linser & Partner Consulting GmbH, a company he founded that specialises in the provision of strategic consultancy services for wellness hotels and the organisation of health seminars. He works on the development of complete offers that transcend a tight physical framework and redefine wellbeing as an expression of a healthy overall personality.



Michael Loh

Wellness ambassador – Spa Asia / Wellness Media Pte. Ltd., Singapore

Michael Loh, Group Publisher and Editorial Director of SpaAsia, the leading Asian Wellness & Spa publication, is convinced from personal experience that wellness should be everyone's choice of lifestyle. He founded SpaAsia to empower others through education and the sharing of ideas and resources to take charge of their health. He is passionate about the wellness world and has created new levels of excellence for both industry players and consumers. He sits on various local and regional committees and works closely with spa operators and brands, medical and wellness service providers. Michael plays a vanguard role in several major global projects and is organiser of the SpaAsia Wellness Summit, which once again rekindled the spirit of the wellness industry, held in Hua Hin in August 2006.



Jeff Matthews

Mandara Spas, Bali, Indonesia

Jeff Matthews is President and COO of Mandara Spa Asia, a company with more than 80 spas under contract worldwide. Jeff is responsible for Mandara Spa's regional direction and operations, including the company's regional new business development and expansion plans. His experience and understanding of the issues involved in opening and operating multiple business units are rare commodities in the spa industry. Jeff has been instrumental in the company's phenomenal success. Born in Canada, he holds a business management degree and has over 20 years' experience in the hospitality industry with international chains such as Four Seasons and Hilton Hotels in the Middle East, Australia, Canada and Indonesia. He lives in Bali, Indonesia, and travels widely in Asia, the Pacific and Middle East.

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Anne McCall Wilson

Fairmont Spas, Inc. – Fairmont Hotels & Resorts, Toronto, Canada

Anne McCall Wilson, General Manager, Fairmont Spas, Inc. is in the enviable position of having a passion for her job. A hotel and marketing background spanning 20 years combined with her personal interest in well-being were the driving forces behind the creation of the Willow Stream Spa brand for Fairmont Hotels & Resorts. McCall Wilson was instrumental in developing of Fairmont's spa direction, incorporating life lessons of her own into the philosophy of living with energy. She is involved in all aspects of the spas from concept to development and operation. Fairmont Spas, Inc. a subsidiary of Fairmont Hotels & Resorts, currently operates eight signature Willow Stream spas in the company's resorts in the USA, Canada and the Middle East.



Dr. med. Matthias Menschel

Menschels Vitalresort, Bad Sobernheim, Germany

Dr. Matthias Menschel studied human medicine and, following his training as a general practitioner and naturopath, began turning his vision into reality. He founded Menschels Vitalresort focusing on medical wellness & iridology in 2000. Located in a traditional health resort, Menschels Vitalresort soon became well established with its holistic, naturopathic approach coupled with the feeling of a wellness hotel. The spectrum of services includes prevention, health checks, nutritional advice, fasting courses, diagnosis of food allergies, exercise therapy and naturopathic treatments such as Felke therapy and acupuncture. Menschels Vitalresort is one of the leading medical-wellness hotels in Germany and belongs to the Wellness Hotels Deutschland and BIO-Hotel organisations. The resort has been certified by the Wellness Association and graded as "very good".



RA Hans-Joachim A. Schade

Arztrechtskanzlei Broglie, Schade & Partner, Wiesbaden, Germany

Hans-Joachim A. Schade is one of the Senior Partners of Broglie, Schade & Partner, Wiesbaden, a firm of lawyers specialising in medical law working throughout Germany and Austria. In a time of complete change in the health-care sector, Schade considers it his professional duty to help physicians to optimise their practices, as well as their concepts for their professional and private lives, in business, strategic and legal terms. In this connection, he founded Medical Management & Marketing-Consult, a leading consultancy for private medical concepts in the German-speaking countries. He is a great proponent of cooperation between physicians and health-care professionals.



Prof. Dr. med. Gerd Schnack

Deutsche Gesellschaft für Präventivmedizin e.V., Hamburg, Germany

Following his training as a specialist physician in Switzerland, Prof. Gerd Schnack spent two years as a surgeon in war-torn Vietnam. Back in Germany, he headed a practice specialising in hand and accident surgery. Today, he teaches music medicine at the Academy for Music and Theatre, also in Hamburg. He is also Founding President of the German Society for Preventive Medicine and Prevention Management (Deutsche Gesellschaft für Präventivmedizin und Präventionsmanagement e.V.)



Sonee Singh

Group Spa Manager / Marketing, Mandarin Oriental Hotel Group, Hong Kong

Sonee Singh is Group Spa Manager, Marketing and Finance, for Mandarin Oriental Hotel Group. She graduated from Cornell University with a Bachelor of Arts in biology and society and subsequently attained a Masters of Management in Hospitality. She spent her earlier career with Four Seasons Hotels in Seattle, New York City and Washington, D.C. In her current role with Mandarin Oriental Hotel Group, her main responsibilities are to enhance and analyze the effectiveness of marketing and finance in existing spas, as well as to support the structuring, marketing and system integration of the many new spas under design and development throughout the group.



Raoul Andrews Sudre

Aspen Spa Management Corporation, Fort Lauderdale, Florida, USA

Spa consultant veteran Raoul Andrews Sudre is the founder and CEO of Aspen Spa Management. A graduate of Cornell (B.S. in Hotel Management) and former professor, he has been a consultant for the ministries of tourism of France, Morocco, Tunisia, Brazil and Mexico, and for major corporations such as Ritz Carlton and Bulgari. He has been quoted by the Wall Street Journal, New York Times and Hotel Magazine and writes regular columns for Spa Management, Healing Retreats, Pulse and American Spa magazines. Sudre speaks often at spa conferences worldwide and works closely with Cornell University School of Hotel Management on their spa management programme. His company is involved in designing and managing spas worldwide and he brings international expertise to the industry.



Andreas Wiesner

Lanserhof, Innsbruck, Austria

Andreas Wieser has been Director of the Lanserhof Health Centre, the leading medical-health clinic in the Alps, for 23 years. The treatments offered combine top international medicine with alternative therapies from all over the world. The Lansmed concept is continuously being developed in the Centre's own Institute for Regeneration Research. In recent years, the demands of a turbulent, performance-oriented society have pushed psychological and emotional aspects to the forefront. Harmonious concepts enable patients to regenerate in a short time. Andreas Wieser sees the Lanserhof as a 'Cirque de santé': "Our therapists and physicians are like artists who contribute their individual powers, which come together as in an orchestra." Andreas Wieser has published a book entitled 'Energy Cuisine'.



Mark Wuttke

Wuttke Group LLC, Atlanta, Georgia, USA

Mark Wuttke heads Wuttke Group, a business development team focusing on luxury spa, boutique retail, organic luxury and the emerging eco-chic category. He launched the Australian organic skin care collection, Jurlique, in the US and, recognizing the potential for an organic luxury niche, opened 15 highly successful retail and spa outlets in locations from Beverly Hills to New York's Madison Avenue. Experienced in low-budget marketing and sophisticated media campaigns, he is a noted speaker on such topics. Besides serving as president of Jurlique, Mark was CEO at Brauer Natural Medicines. His 20 years of experience include the development, production and distribution of drug-free health care solutions. He has worked with spas in Arizona, Middle East, the Pacific Rim, Australasia and Europe.

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