NEW TRENDS AND PERSPECTIVES OF THE FUTURE

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some references
5 Star Superior Resort | Dubrovnik_Croatia

Overall Strategic Concept
Feasibility Study
2015
Wellness Hotels & Resorts International

50 Hotels in Germany, Austria & Switzerland
Corporate Health Project
2009
Best Wellness Hotels Austria

25 Leading Hotels in Austria
Stress Management Concept
2009
Lanserhof | Austria

Best Medical Spa in Europa
Strategy Development & Business Planning Lans Tegernsee
2010 / 2011
NOVI Hotel & Spa | Croatia

Programme Development | Lifestyle Improvement Packages | Staff Training
2008
MEZAME Urban Wellness Retreat | Chicago_USA

Strategy Development I Vision & Mission Statement
Room Book and Financial Projection
2015
Development of Wellness Destination | Usedom_Germany

Strategy Development for the Hotel Cooperation of Usedom (32 Hotels)
2015
Strandhotel Ostseeblick | Germany

Market Positioning & Rebranding
Product Development & Infrastructural Concept
2014 / 2015
how we live today
mental health

Fig. 1. Number of psychiatrists per 10,000 population in European countries, 2011

working days lost due to burnout (GER)
United States

ANTI-DEPRESSANTS

1991 2009

US Department of Health and Human Services
NO
WEAKNESS
consumer trends
actual developments

demography

urbanisation

individualisation

insecurity

globalisation

pressure
too much stuff

new desires

natural

simple

less is more

sense

resilience

holistic

self optimisation

sustainable

self tracking

de-stress

youth

coaching
industry trends to be observed
nature.earthing
mindfulness
mindfulness
STILL TO BE DONE
redefinition of luxury
The luxury of the future will be an invisible luxury.

time

quiet

mindfulness

sense

space
need to recharge
need to find rhythm
need to enjoy

by training
by coaching
by pushing

by letting it go
by letting it happen
by being still
peace and quiet
QUIET THE MIND, AND THE SOUL WILL SPEAK.
Finland Tourism

Silence, Please

Welcome to a place where the lakes are many and the people are few, to a place of treasures and dreams – where there is space to breathe.
RETREAT TO A COTTAGE

Escaping to the countryside or wilderness is a national way of relaxation. Half a million cottages ensure there’s a quiet retreat for every taste.
Finland Tourism

DISCOVER THE ROOTS OF SAUNA

Sauna is a place to get in tune with your thoughts, do some deep pondering and then wash away your worries. It's as much about cleaning the mind as it is cleaning the body.
Nature Deficit Disorder

“people have an instinctive liking for nature”

Richard Louv
United States

Alaska Named The State With The Highest Well-Being

Gallup Healthways Well-Being Index report
Forest Therapy
Forest Therapy
Global Spa & Wellness Trends

"It is not so much for its beauty that the forest makes a claim upon men's hearts, as for that subtle something, that quality of the air, that emanation from the old trees, that so wonderfully changes and renews a weary spirit."

ROBERT LOUIS STEVENSON,
Forest Notes, 1905
Sweden. Treehotel
Italy. Nature Cinema.
Austria
Italy
Iceland
South Tyrol
Austria
Emeriti
self optimisation
optimisation machinery
Jawbone
I MONITOR. THEREFORE I AM.
self discrepancy
difference between expectation and perception
IN ORDER TO BE IRREPLACEABLE ONE MUST ALWAYS BE DIFFERENT.

- COCO CHANEL -
inner beauty can’t shine through make-up

wordboner.com
supply & demand
demand analysis?
GETTING INSPIRED
FINDING YOUR SELF
DETECTING YOUR POTENTIALS
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the new wellness
IN SEARCH OF YOUR REAL SELF
self design is self realisation
real self design

Do your own thing in your own way. Be uniquely you.
changing wellness offers

we will have to sell more than a set of treatments

we will have to sell
_the stage
_the atmosphere
_the authentic setting
_trustworthy wellness protagonists
wellness comes in peace & quiet

wellness doesn’t come by force
you can’t push it

wellness comes by listening to your inner voice
it comes in wellness communities
in nature and beauty
in meaningful surroundings
we will have
to allow the customer
to let it happen
organize the setting for a flower to grow: and then let the flower grow by itself.

delivering wellness works the same way.
The end linser hospitality