



NEW **TRENDS** AND
PERSPECTIVES OF THE
FUTURE

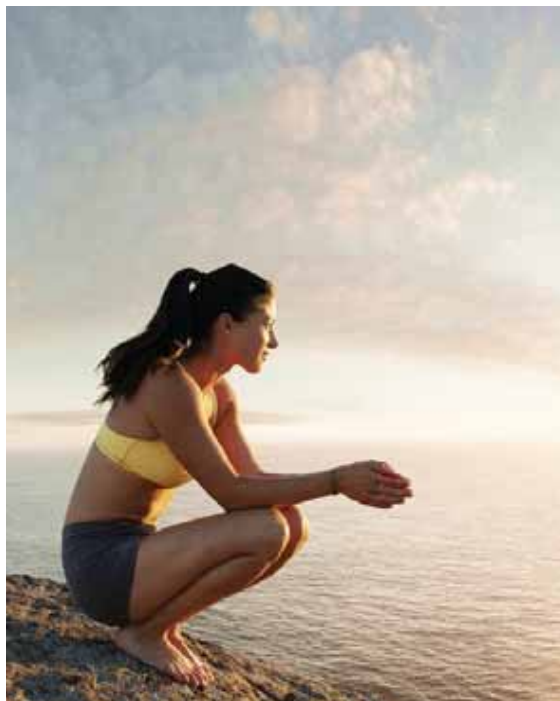
dr franz linser

linser hospitality gmbh
innsbruck austria

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



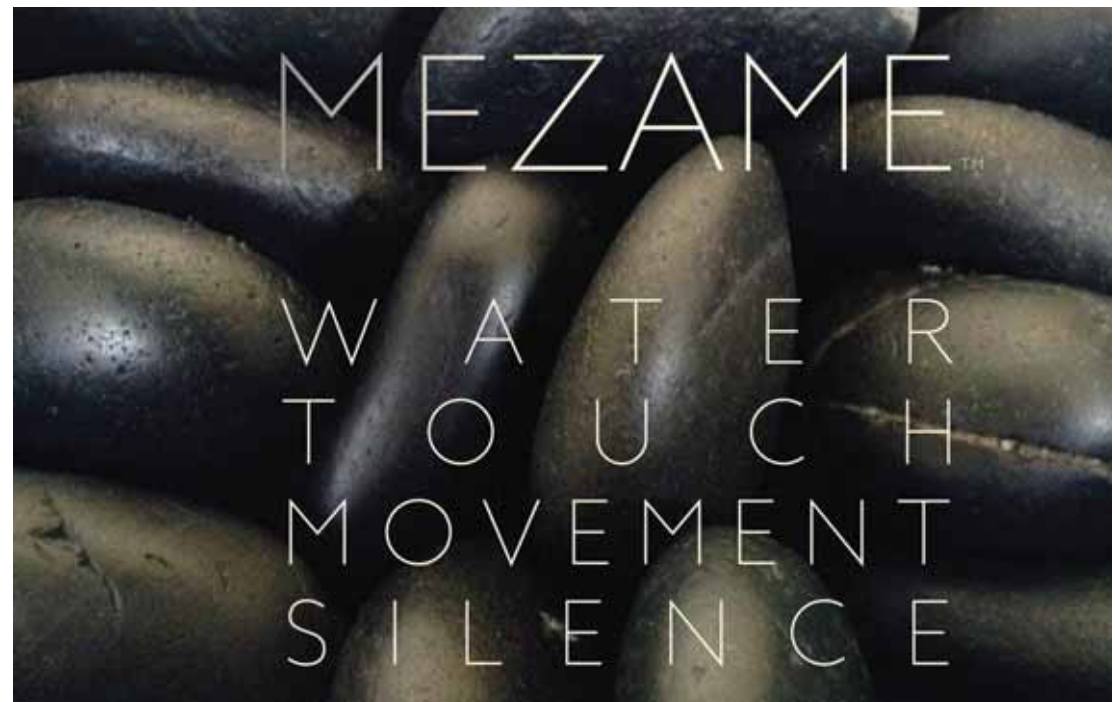
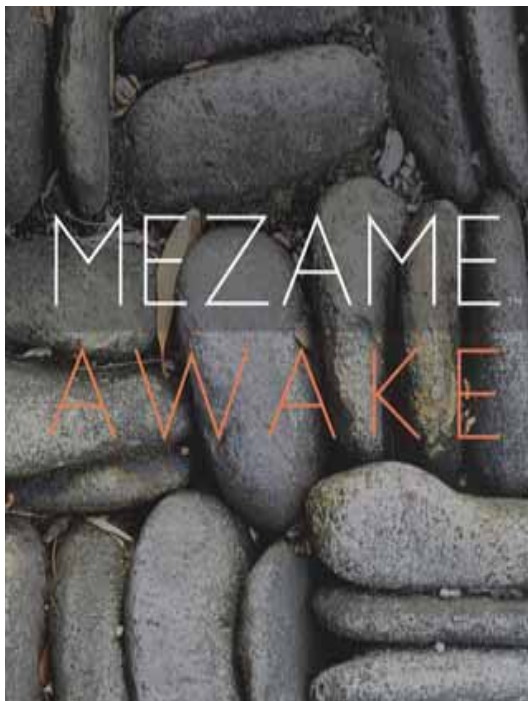
NOVI Hotel & Spa | Croatia

Programme Development | Lifestyle Improvement Packages | Staff Training
2008



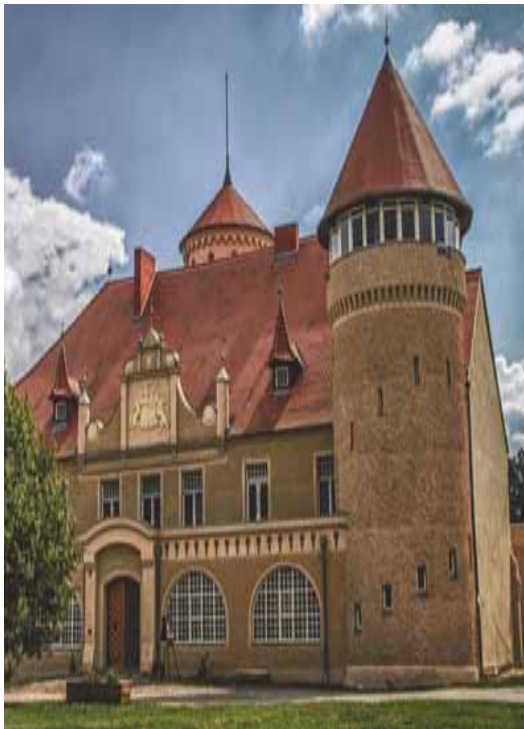
MEZAME Urban Wellness Retreat | Chicago_USA

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

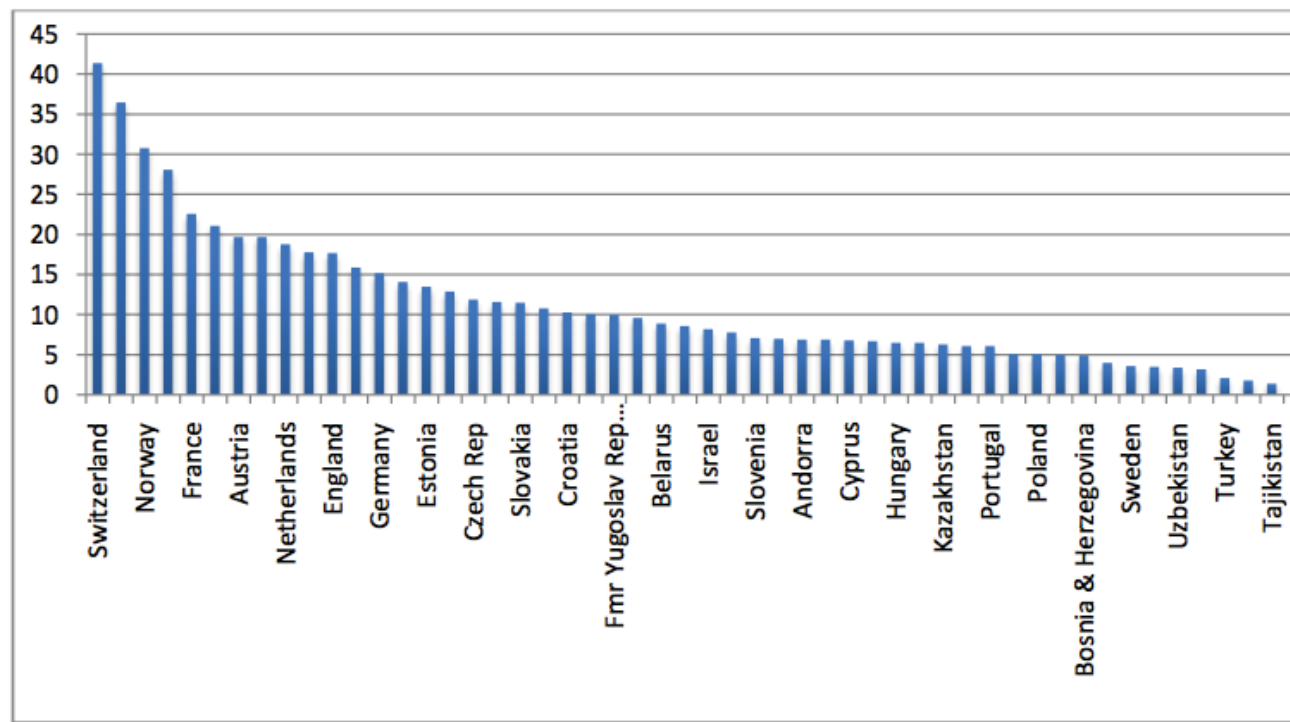




how we live today

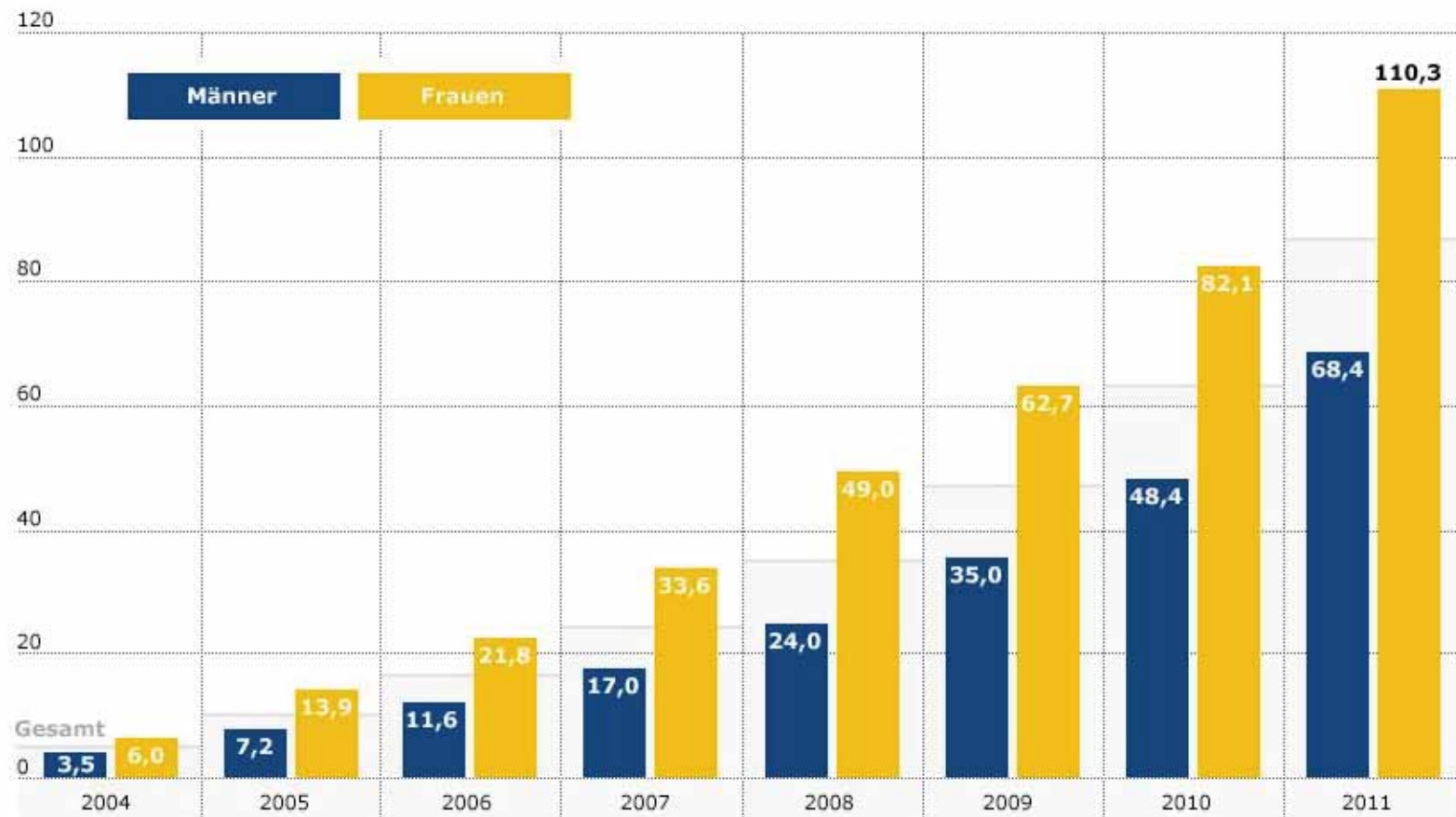
mental health

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



Source: *Mental health atlas 2011*. Geneva, World Health Organization, 2004

working days lost due to burnout (GER)



Quelle: Stiftung Männergesundheit

United States

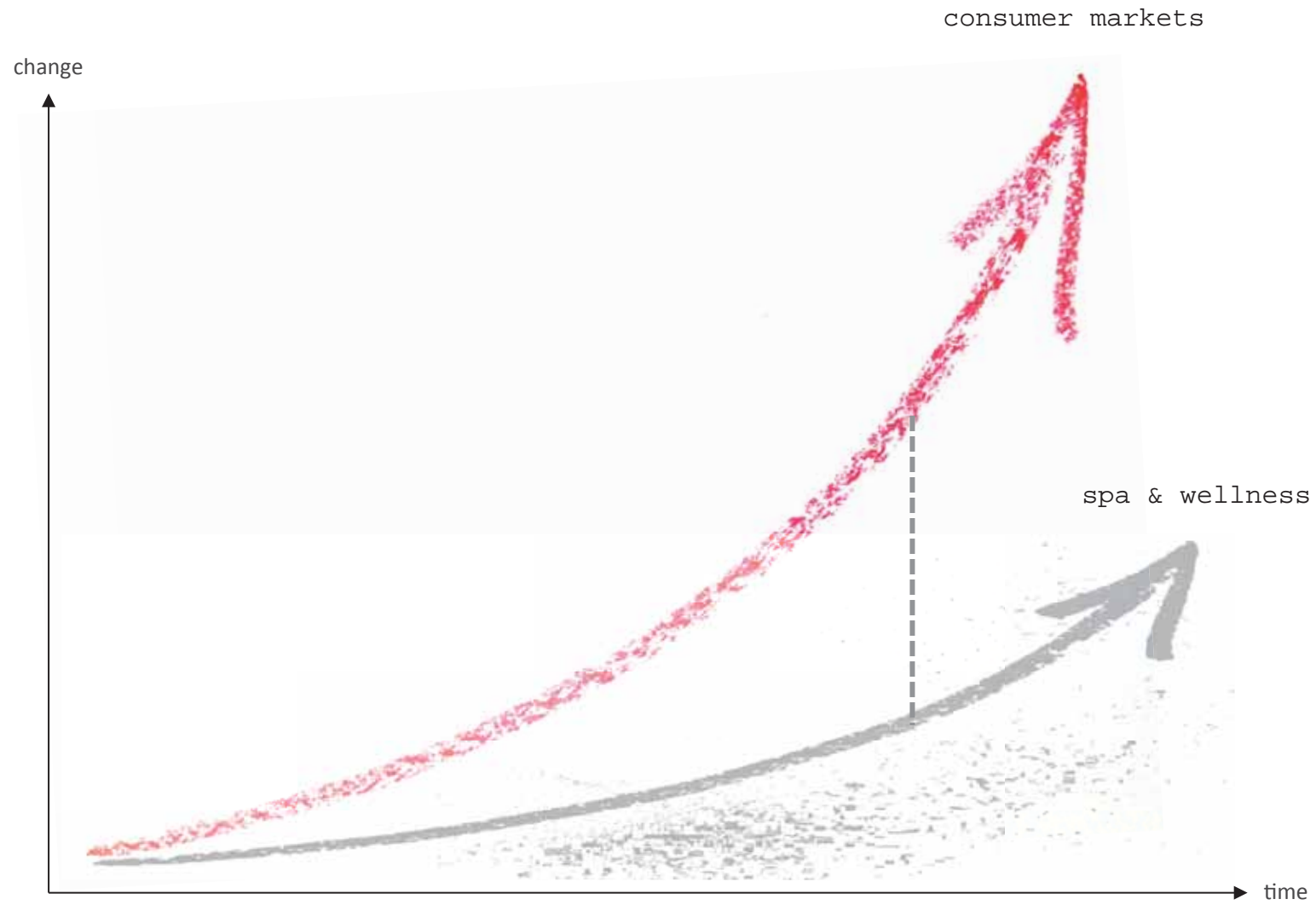
ANTI-DEPRESSANTS



US Department of Health and Human Services

NO
WEAKNESS

consumer trends



industry trends to be observed

nature.earthing

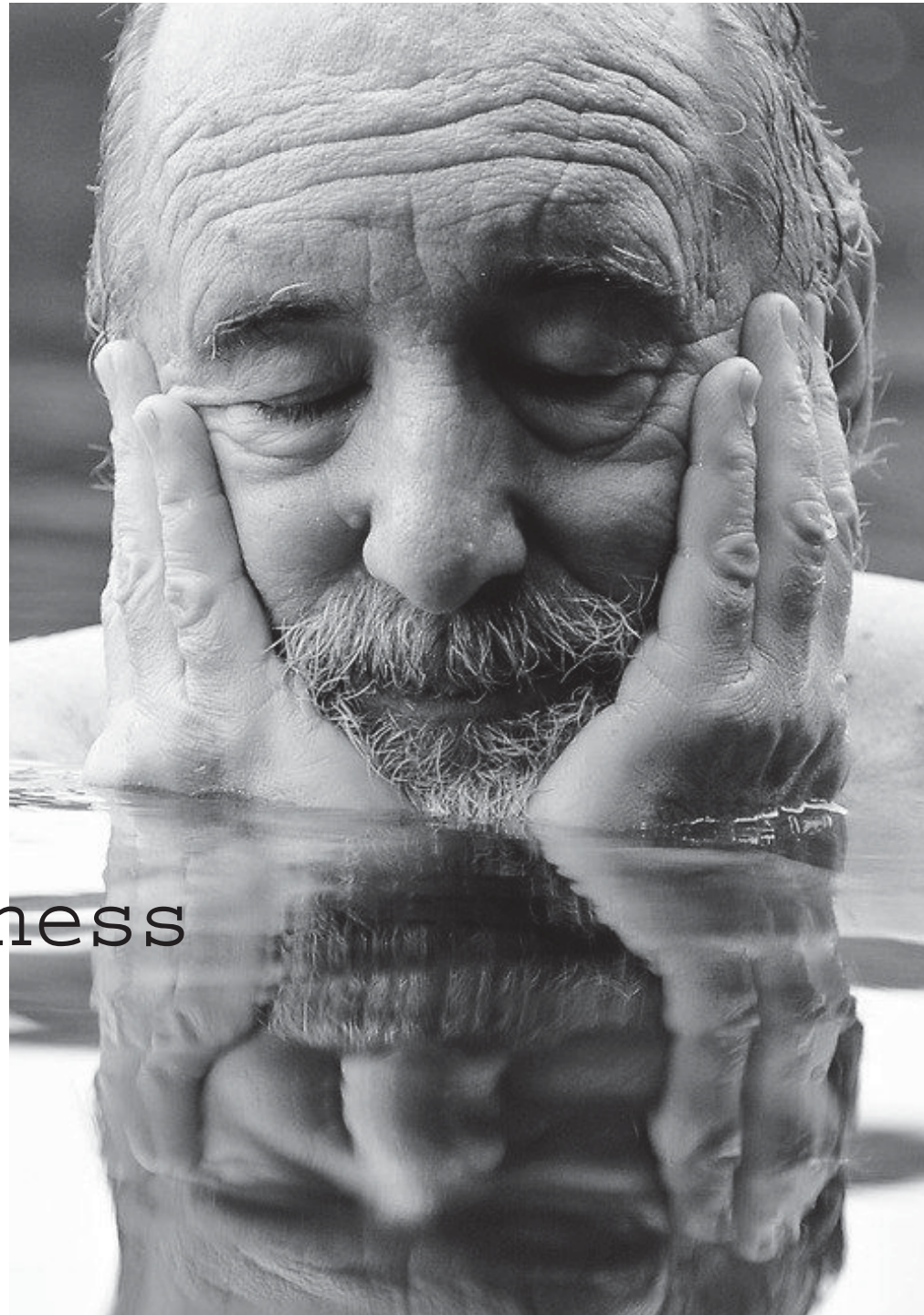




Kononenko Dmitry 2010



mindfulness



mindfulness

STILL
TO BE DONE

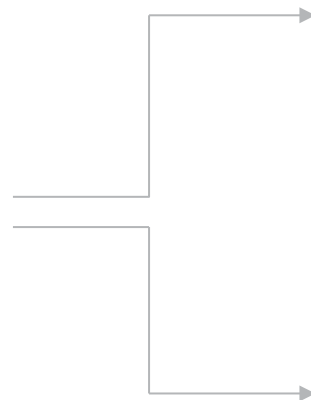
STILL

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

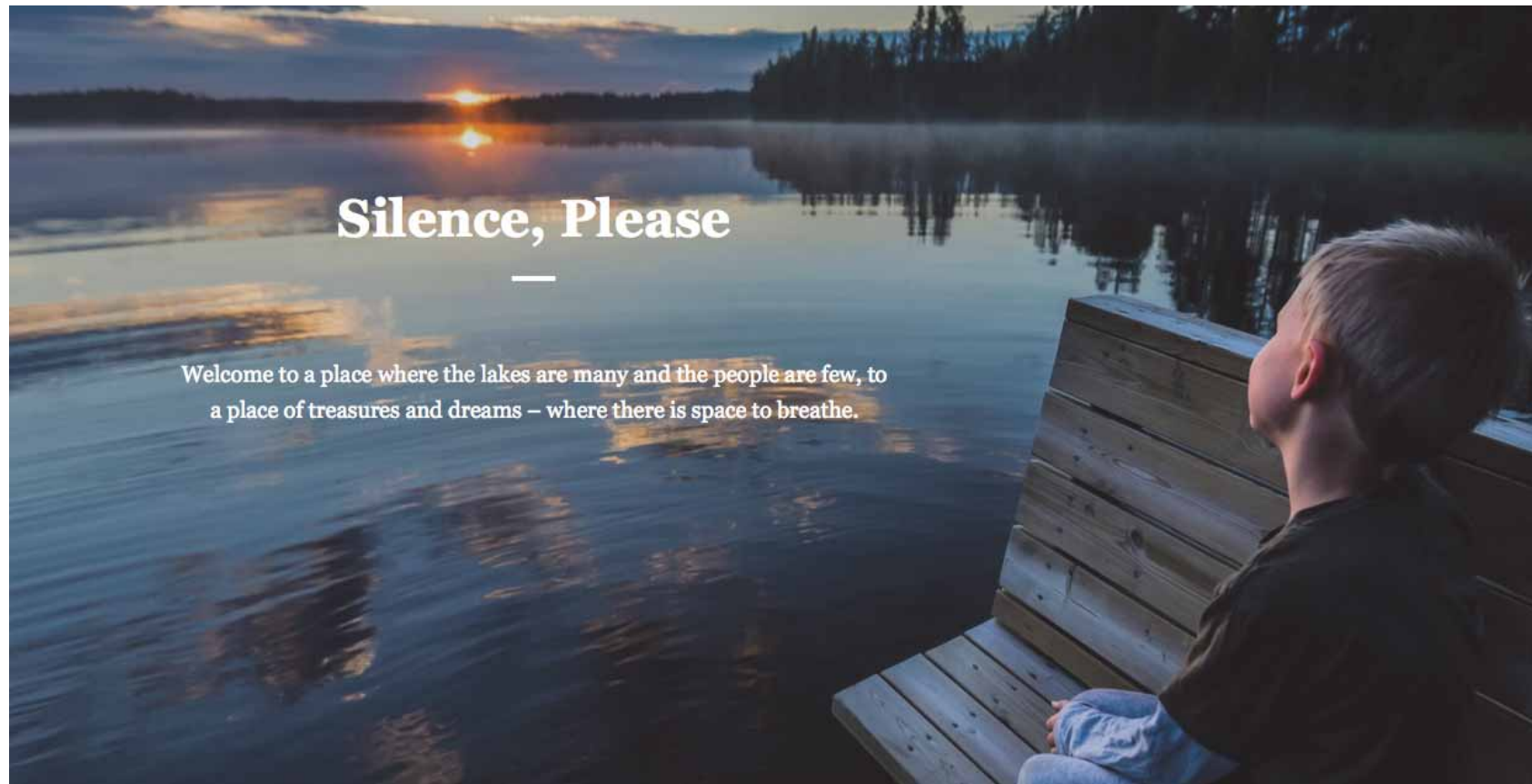
by letting it go
by letting it happen
by being still

peace and quiet



**QUIET THE MIND,
AND THE SOUL
WILL SPEAK.**

Finland Tourism



Finland Tourism



www.visitfinland.com

Finland Tourism



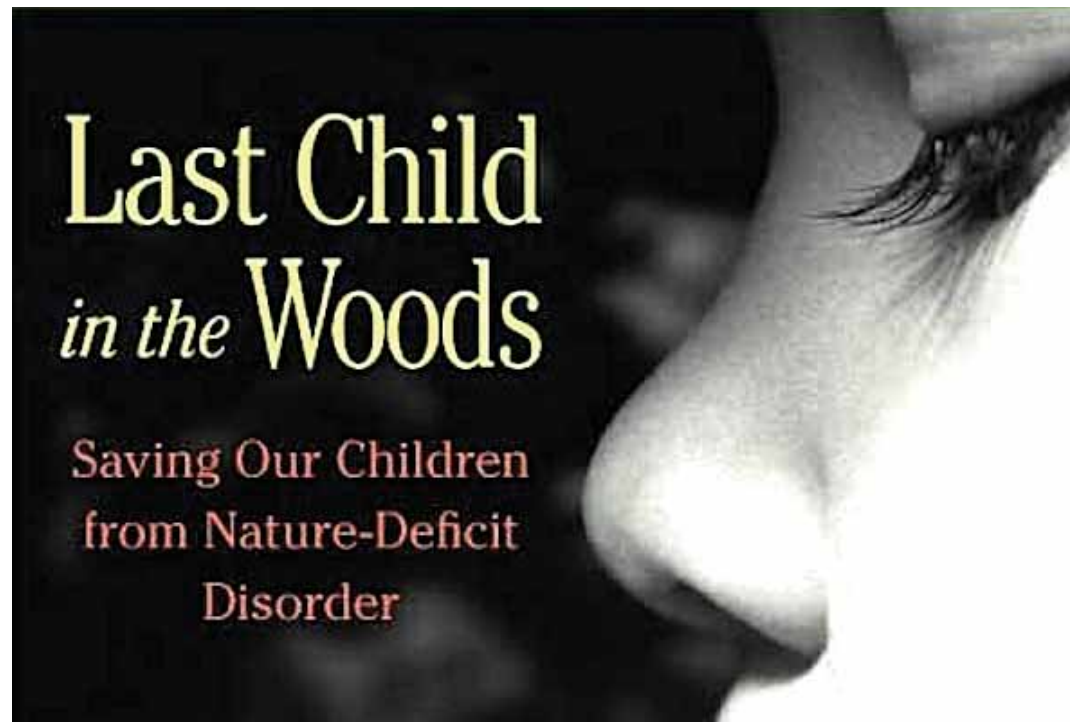
DISCOVER THE ROOTS OF SAUNA

—

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.

www.visitfinland.com

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



MIRAMONTI

www.hotel-miramonti.com

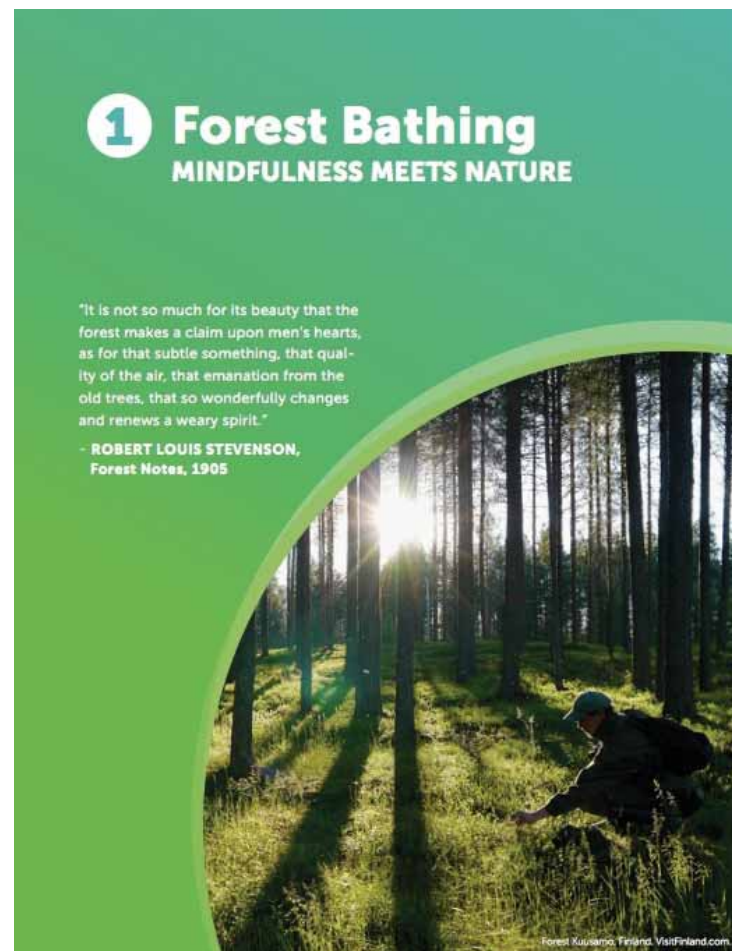
Forest Therapy



MIRA MONTI

www.hotel-miramonti.com

Global Spa & Wellness Trends



Sweden. Treehotel



www.treehotel.se

Italy. Nature Cinema.



www.familienhotels.com

Austria



www.serfaus-fiss-ladis.at

Italy



www.viglius.it



www.viglius.it

Iceland



www.ioniceland.is

South Tyrol



www.adler-lodge.com

Austria



www.almdorf.com



www.bad-schoergau.com



www.grafenast.at



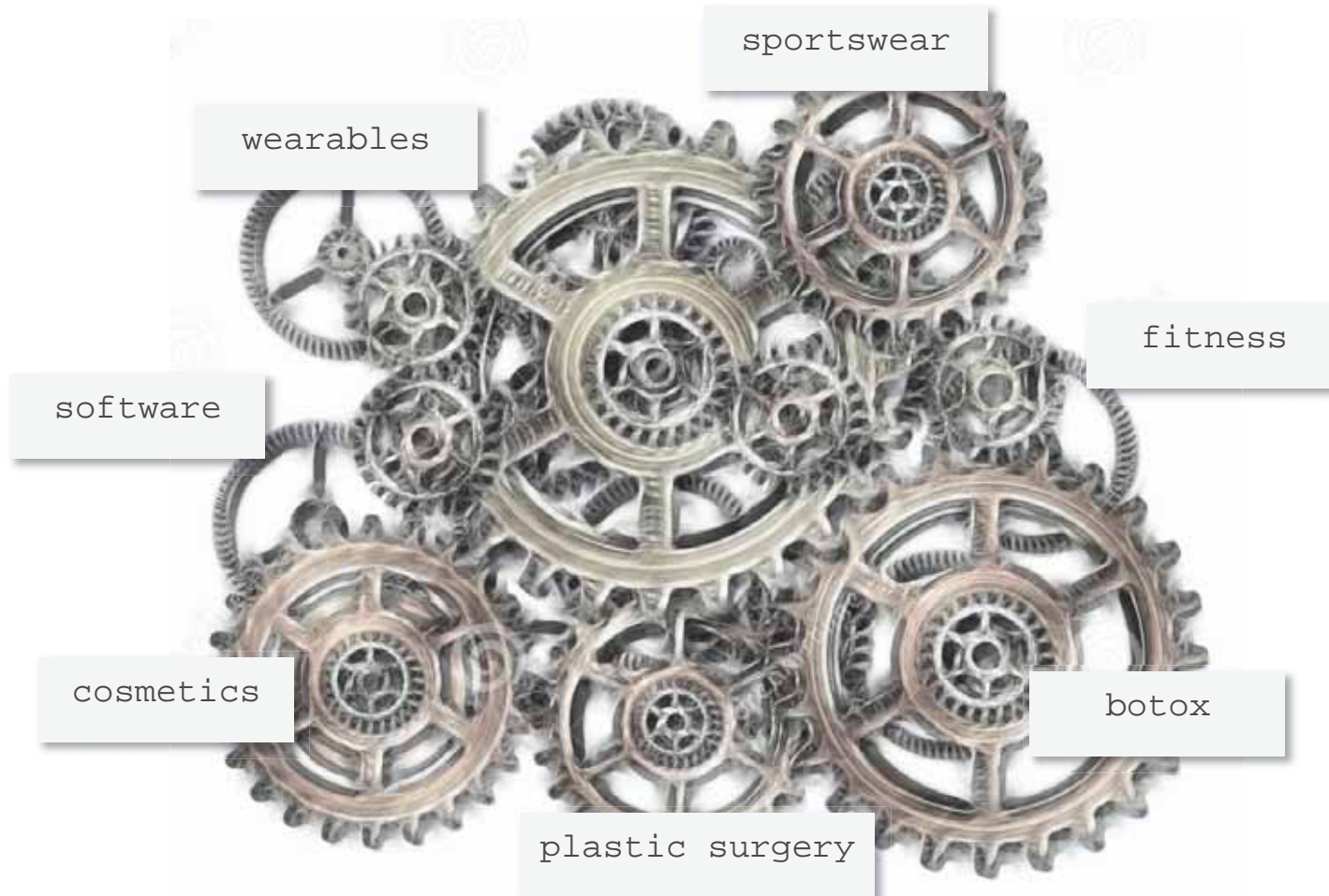
www.schlossmondsee.at



Emeriti



self optimisation

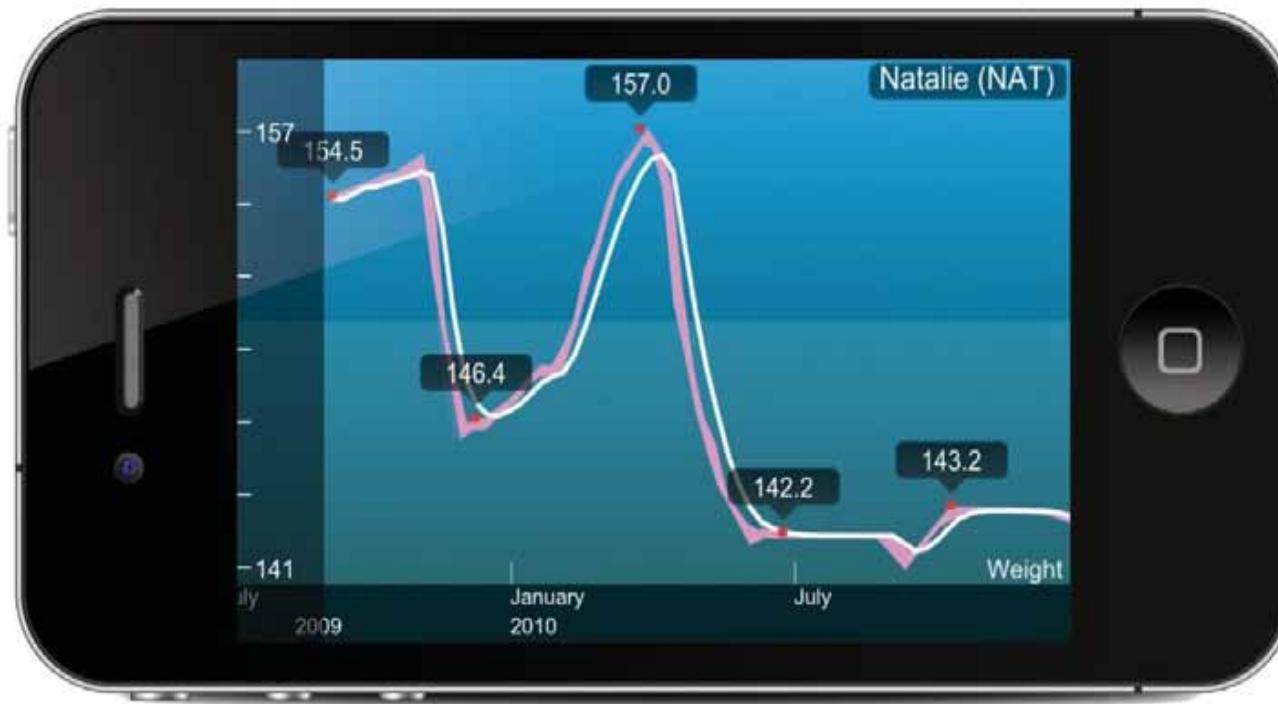


optimisation machinery



Jawbone







**I MONITOR.
THEREFORE I AM.**



self

discrepancy

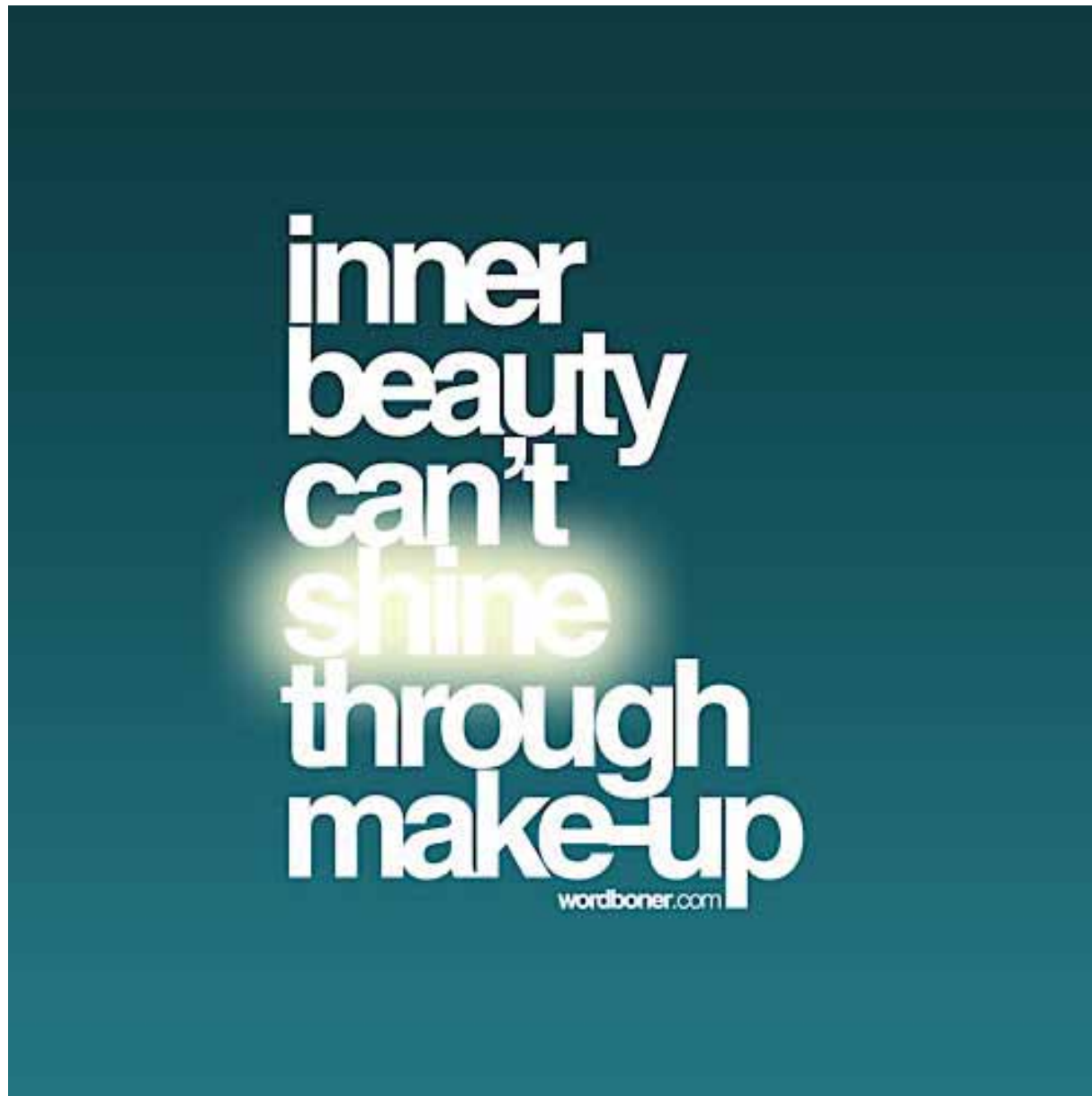
difference between expectation and perception

IN ORDER
TO BE
IRREPLACEABLE
ONE MUST
ALWAYS BE
Different.

- COCO CHANEL -



www.dove.com



supply & demand



demand analysis ?





ostseeblick
das hotel am strand







GETTING INSPIRED

FINDING YOUR SELF

**DETECTING YOUR
POTENTIALS**







Naturhotel Grafenast – 1330 m
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 Pillbergstraße 205
 A-6136 Pill/Schwaz/Tirol



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 sehnsucht@grafenast.at
 www.grafenast.at

Grafenast Hotel GmbH FN 333703s | UID-MR: ATU 65223536





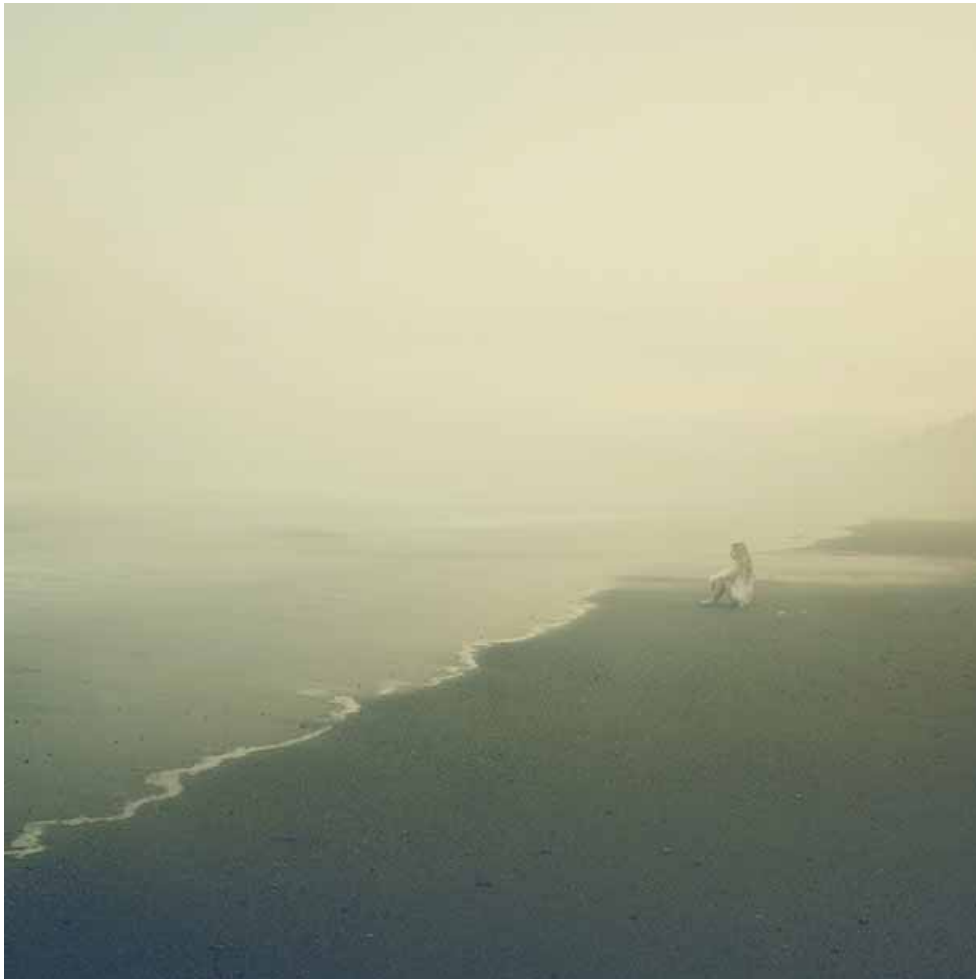
GRAFENAST

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.





www.linserhospitality.com