

PRESS RELEASE

The Need for A Healthy Holiday

SpaDreams publishes 2017 Health Tourism Trends



Frankfurt, 21st February 2017. Health holidays are in. More and more people are now using their holidays to refresh both their body and mind. SpaDreams – the leading European specialists in Health & Wellness holidays has identified four trends for travel in 2017. The analysis of the data from the largest health tourism database in Europe has indicated a significant

increase in demand for specific holiday offers.

(1) Holidays for Detox, Weight Loss and Fasting

More than just relaxation: bespoke nutritional programmes make a holiday a wholesome experience. Whether detox, weight loss or complete abstinence of delicious temptations – the demand for a nutrition-conscious holiday is growing rapidly.

(2) Relaxation at Luxury Resorts

Striving for health and beauty does not have to mean suffering anymore. Holidaymakers have discovered that comfort and pleasant ambience enhance therapeutic effects. Both domestic and foreign destinations offer an increasing number of luxury health and wellness resorts.

(3) Yoga Holidays

Escaping the hectic, everyday grind has become the aim of many travellers. There are increasingly more retreats to find your inner balance again. Many facilities offer relaxation and meditation for both beginners and advanced yoga enthusiasts. Thanks to the change of environment, the motivation is also stronger here than at home.

SpaDreams / FIT
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(4) Health and Medical Wellness

Health holidays are no longer just the domain of senior travellers. Taking two to four weeks off to care for one's health will help every generation. Medical wellness and prevention are the key ways to avoid burn-out. Some may even receive a subsidy from their insurer. Ultimately, prevention is the best medicine.

Claudia Wagner, the managing director of SpaDreams says: „More and more people are recognising that on holiday you can treat yourself to something more than just lying on the beach. Quality health programmes promote well-being and a radiant appearance. Many of our customers regularly come back encouraged by the results. A health holiday gives an energy boost they can feel long after they've returned home”

Hotels – The New Health and Wellness Retreats

From cosy hotels to large health centres: Hotels have long since recognised the ever-growing target group of health tourists, offering nutrition programmes, yoga specialists, therapists and holistic treatments in addition to traditional spa-offers. Now, a holiday could be the perfect opportunity to turn back the clock and reduce biological age. Here is a selection of SpaDreams recommended hotels:

- Holidays with Detox: [Centrovital Hotel in Berlin****](#) or [Hotel Apollo****](#) in Portoroz Slovenia, known for purifying programmes
- Relaxation at luxury resorts: [SHA Wellness Clinic*****](#) in Altea, a luxury medical spa resort on the Costa Blanca in Spain
- Yoga holidays: [Finca Pura Vida](#) on Majorca
- Health and Medical Wellness: [Grand Hotel Trieste & Victoria*****](#) in Abano Terme with a comprehensive health offer

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Many other offers can be found on the website: www.spadreams.com

About SpaDreams

SpaDreams - a brand of the German tour operator Fit Reisen – is the leading operator for Health & Wellness Travel in Europe. The company is now present in 38 countries, including the UK, USA and Australia and serves its customers in 9 languages. With its high-quality, diverse range, good value for money and personal service, the company has established itself as a market leader in its sector.

For over 40 years, SpaDreams - and the Fit Reisen group - has been synonymous with healthy holidays and attractive beauty-, relaxation- and leisure facilities. Today, the specialist offers more than 3,500 different spa, health, beauty, Ayurveda, Yoga, detox and wellness offers. The portfolio comprises 600 hotels and 400 destinations in more than 50 countries. In 2014, the company was voted the most innovative operator in health tourism.

This and other press releases, as well as additional information and pictures to the offers of SpaDreams under:

www.spadreams.com/press-area/

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