

SPA and wellness in Poland: new tourism product for new customer or the new name for the old product?



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Background / main questions

- Can the SPA exist with no water?
- Does the water serve to drink or to have a bath on it?
- German customer regional specialization: Baltic Sea, Wrocław



The Aim

- Approach to the SPA & wellness market in Poland.
- „Identify” the product

The research tools

- semi structured interviews with hotel managers and key industry stakeholder,
- participant and non participant observation,
- secondary data analysis.



Research location & time:

- Southern Poland (Wisła, Krynica, Ustroń, Szczyrk, Tychy)
- The years 2009-2010.
- Examples for this presentation: Wisła (Beskid Śląski)





Wydanie
zaktualizowane
Skorowidz miast

Most of the SPA & wellness infrastructure was built in the socialism period as for the “free” health treatment of Polish citizens. The service quality same as the outlook of the places were very low. In many places the style of customer treatment did not change, others (even having same prices) represents a world standard.

Results

- name of SPA is treated in Polish tourism market very freely.
- no legislative regulation or serious exigencies in this purpose (having one little pool & jacuzzi in the hotel can be enough).
- Even worse situation can be observed with use of the “wellness” name.

Type of services available in hotels with SPA on the name (sample of 50 hotels)

1. *Medical treatment (sanatorium) - 27*

Yes: doctor consultancy, cowberry, laser therapy, electrotherapy, hydro massages + massages

No: body, face treatment, swimming pool

2. *Water relax (big hotels) -9*

Yes: swimming pool, hydro massages, massages, body, face treatment

No: doctor consultancy, medical treatment

3. *Beauty treatment (small hotels) – 12*

Yes: hydro massages, massages, body, face treatment

No: doctor consultancy, medical treatment swimming pool

Main types of the products:

1. Sanatorium (old resorts after renovation)
2. Resort on mass tourism style (old resorts after renovation or new build ones)
3. Small hotels on exclusive tourism style (new build ones)

PRICES

Single room 1 night: 25- 160 euro

1 hour massage: 30-50 euro

What services do you expect in the SPA hotel?

(sample 100 pax.)

- Full body and face treatment -30%
- Full body and face treatment + swimming pool - 35%
- Thermal bath only – 9%
- Medical treatment + massages – 26%



1. Sanatorium (old resorts after renovation)



2. Resort on mass tourism style - ex. Hotel Gołębiewski in Wisła; 564 rooms, 25 conference rooms





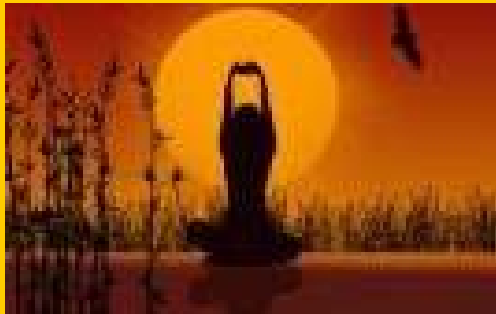
3. Small hotels on exclusive tourism style (new build ones); ex. Villa Almira in Wisła (18 rooms, 1 conference room)





Conclusions

- The products differ regarding to the size, standard and components of the SPA.
- A strong disorder regarding the component of the product and the name used by the resort.
- The confusing image is often used in the visual campaign such as: brochures, website and advertisement.
- A lot of misunderstanding in regard to customer expectation, the price and involvement of “exotic” treatment.





ALMIRA

Villa Almira

SPA



Thank you

