



GLOBAL WELLNESS  
SUMMIT // TYROL 2016

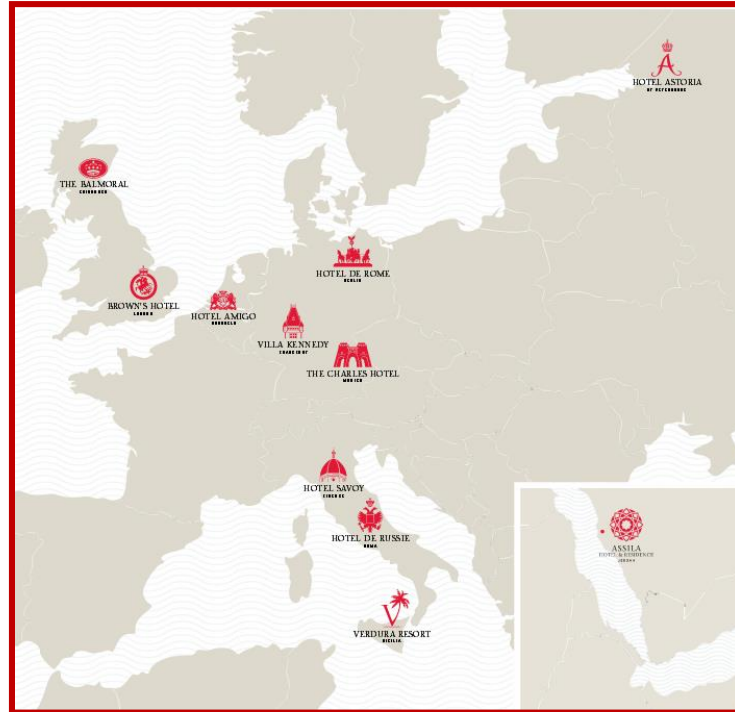
# ROCCO FORTE HOTELS

IRENE FORTE

# ROCCO FORTE HOTELS



- A family-company
- 9 hotels, 1 resort
- 8 spas
- 3 future openings



ROCCO FORTE  
SPAS



Our Rocco Forte Spas concept went live in all of our spas in January 2016.

All of our spas have **Rocco Forte Rituals**, **Rocco Forte Fitness** and **Rocco Forte Nourish**. Verdura Resort also has **Rocco Forte Health**, and each spa has strong local accents.

With Rocco Forte Spas, we want guests to take home great new habits and leave us looking, feeling and being better.

We want guests to **#BeForte**

ROCCO FORTE  
RITUALS



ROCCO FORTE  
FITNESS

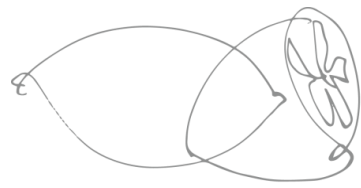


ROCCO FORTE  
NOURISH



ROCCO FORTE  
HEALTH





FORTE  
ORGANICS



ROCCO FORTE  
RITUALS



ROCCO FORTE  
FITNESS



ROCCO FORTE  
NOURISH



ROCCO FORTE  
HEALTH





ROCCO FORTE  
RITUALS



ROCCO FORTE  
FITNESS



ROCCO FORTE  
NOURISH



ROCCO FORTE  
HEALTH







ROCCO FORTE  
RITUALS



ROCCO FORTE  
FITNESS



ROCCO FORTE  
NOURISH



ROCCO FORTE  
HEALTH



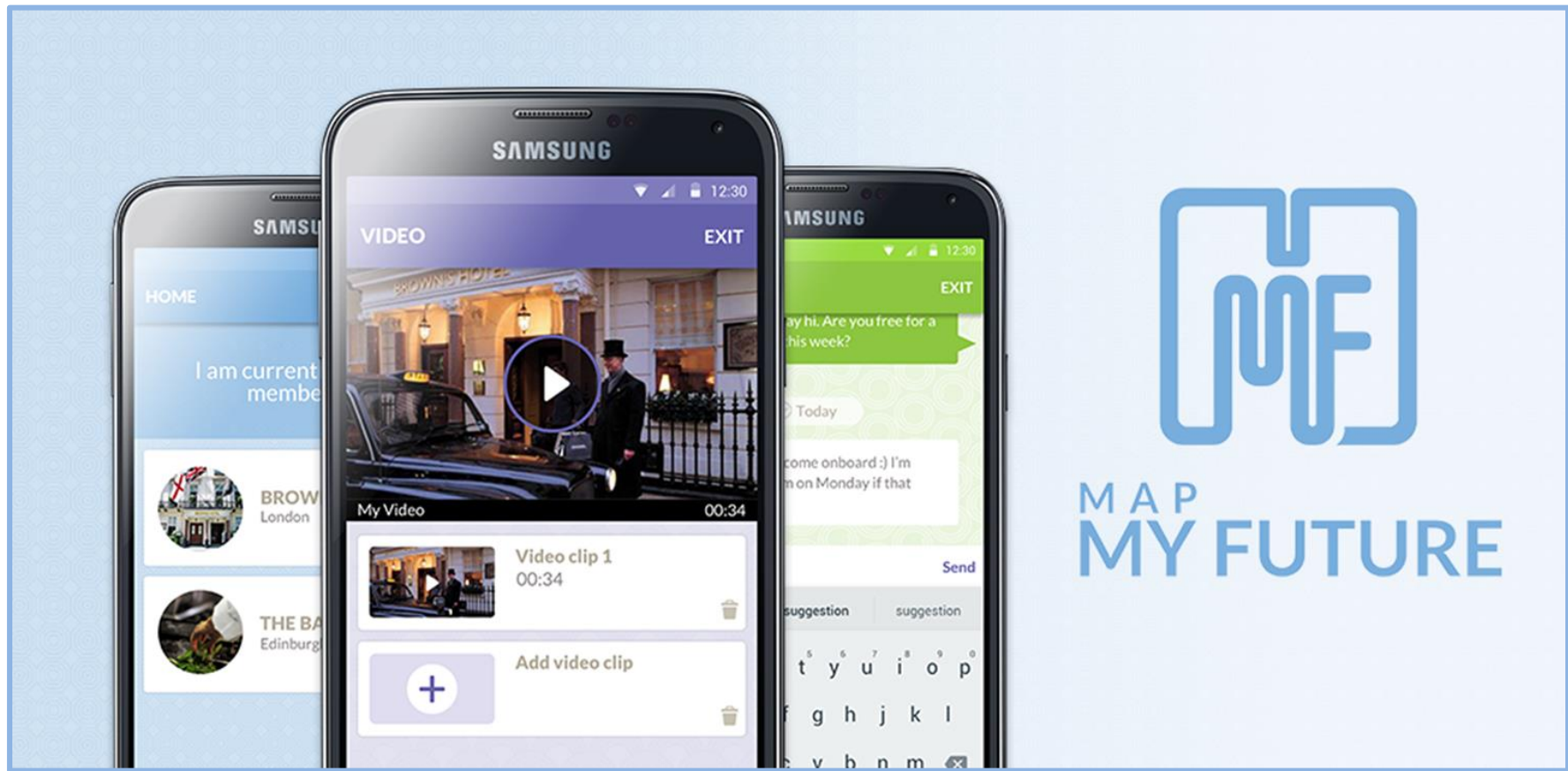
# MILLENNIALS/ GEN Y

“For Millennials, wellness is a daily, active, pursuit”

*Source: Goldman Sachs  
Millennials Infographic*

“Millennials want authentic travel experiences”

*Source: Bunteeq The Rise of the  
Millennial Traveler Report*



MAP  
MY FUTURE



# TO SUMMARISE

- Millennials will soon surpass Baby Boomers in overall travel spending, so we're important!
- For Millennials, wellness is a daily, active pursuit.
- Rocco Forte Spas was created primarily with Millennials in mind and it will constantly develop with them in mind.
- In hospitality, we're going through a staffing crisis. How do we attract and retain Millennials who will make up 50% of the workforce by 2020?
- Hospitality as an industry is incredibly behind other industries in using technology.
- Map My Future has been developed in an attempt to attract and retain a younger more technologically savvy workforce.



THANK YOU

ANY QUESTIONS?