

XXIII ANNUAL ESPA CONGRESS  
**WATER AND HEALTH**  
**A WAY OF LIFE**  
 DOMBURG (THE NETHERLANDS)  
 23-25 MAY 2018

## Speakers Profile

<b>Contact information</b>	
Full name	Camille Hoheb
Email address	camille@wellnesstourismworldwide.com
Phone number	
<b>Presentation</b>	
Name (for the announcement)	Camille Hoheb
Brief personal background	President of the Wellness Tourism Worldwide, LLC
Technical details	Presentation via Skype
Title of the presentation	The guest experience and the five key elements that are important to the wellness traveler
Brief description of your presentation	<p>Travelers expect more out of their vacations than simply sightseeing. The growing interest in experiential tourism provides a limited-time opportunity to further shape and grow wellness travel. Putting visitors and guests at the center of a well-designed journey is critical to any destination or travel supplier seeking to establish and/or build their wellness brand. Engagement is key to attracting more customers and nurturing a loyal following.</p> <p>Camille Hoheb will discuss the guest experience and the five key elements that are important to the wellness traveler. This session is for destinations, accommodation facilities, and spas looking to build on their current offering and grow their wellness tourism appeal.</p> <p><b>WHAT YOU'LL LEARN</b></p> <ul style="list-style-type: none"> <li>§ The three steps of the customer journey (and where experience fits overall)</li> <li>§ The five steps to customer engagement</li> <li>§ A new definition of wellness tourism and a more comprehensive understanding of emotional drivers</li> </ul>