



ESPA
EUROPEAN SPAS ASSOCIATION



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A WAY OF LIFE
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Contact information	
Full name	Marleen van Griensven
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Presentation	
Brief personal background	<p>Marleen van Griensven, CEO / Founder Puurenkuur, pureandcure.com, Puurenkuur.be</p> <p>Marleen pioneered the niche market of Wellbeing Travel into creating Puurenkuur.nl (Puurenkuur.be and PureandCure.com) in 2005, the first Luxury Health & Wellbeing Travel specialist in the Netherlands and Belgium.</p> <p>Puurenkuur has been a pioneer in the wellness space, and since then has inspired thousands of people to take a different type of holiday and has helped highlight wellness tourism as a serious segment in the mainstream travel market.</p> <p>After years of experience Marleen is now recognised as a leading global wellness adviser and strategist, with a wide knowledge and experience about trends, consumer behaviour in wellbeing Travel worldwide.</p> <p>With a no-nonsense and down-to-earth approach, she advises Spa's, Wellness Hotels & Resorts worldwide, Investment projects and private businesses how to connect their Spa, Fitness & Wellbeing concepts with future potential guests. In other words, how to develop and position the product into the wellbeing market.</p>
Title of the presentation	Trends in nowadays wellbeing guests

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