



## **Eastern Europe Emerges as Leader in Wellness: the Centuries-Old Secrets of Medical SPAs**

**A unique combination of centuries-old healing methods, natural curative resources and modernized medical SPAs are making sure all eyes of wellness-seekers are on Eastern Europe**



*SPA town of Druskininkai, Lithuania*

**October 22, 2018 - Druskininkai, Lithuania.** Increasingly pressured lives are leading people to choose more relaxing destinations for their vacation with many looking to be immersed into peace and quiet, to be closer to nature and to experience some pampering. In some countries, nature is even [prescribed](#) by doctors. As the demand for wellness is growing around the world, Eastern Europe is becoming one of the most popular destinations.

A renaissance is sweeping across the Baltic states and a few other Eastern European countries driven by former Soviet-era medical wellness resorts that are undergoing modernisation and opening up their fascinating, little-known wellness traditions to the entire world. There is no coincidence that the market valuation for health and wellness in this region [went up to](#) 30 billion euros in 2018, a jump from 22 billion euros in 2013.

There are many reasons why Eastern European wellness market has been gaining increased attention. SPA resorts in Eastern Europe have a significantly lower price tag than

those in Western Europe, and they offer unique services as well as centuries-old health & wellness traditions - the region has long been a leader in natural healing methods and resources. Traditions of using thermal baths, saunas, curative mud and clean air are centuries-old. Currently, old traditions are being combined with modern health treatments to achieve holistic wellbeing, overall health and relaxation.

“In today's fast-paced world, people seek for something extra, a true feeling of immersing themselves in relaxation, unique experience, as they want to feel healthier and more energetic. Wellness in Eastern Europe goes beyond SPA massages and healthy nutrition. We offer a combination of unspoilt nature, local ingredients and health procedures that are prescribed to each visitor by a medical doctor. Even if your major health complaint is too much stress, our doctors will design a personalised course for you that might involve relaxing mineral baths, individualised massages, aromatherapy and other treatments. This is what medical SPA is all about,” said Ričardas Malinauskas, mayor of Druskininkai, a wellness town in Lithuania.

Established as a SPA town in the early 18th century, [Druskininkai](#) became one of the most popular health resorts in the area. Artists and nobility would come to Druskininkai to spend their summers, and doctors would prescribe healing mineral water and clean forest air to patients for treatment of asthma and other ailments. Druskininkai flourished in the 19th century as health town, and also produced its own artists - famous cubist sculptor and painter Jacques Lipchitz, as well as Lithuanian composer and painter Čiurlionis were born in Druskininkai. During Soviet era, newly built sanatoriums of Druskininkai were attracting visitors from all Soviet Union, and in modern times, the town has reinvented itself as a wellness center famous for medical SPAs, wellness and beauty treatments and a vast array of activities from bike paths in pine tree forests to year-round Snow Arena.

In another example, the Latvian seaside resort of **Jūrmala** with its romantic wooden houses in the Art Nouveau style has long been established as a wellness and relaxation area, also born from a former Soviet-style sanatorium resort. Jūrmala is the former wellness town for the Soviet Union's elite, with an emphasis on swimming and the health benefits associated with breathing sea air, as well as mineral water and curative mud.

Located in the river valley and surrounded by forested hills, **Karlovy Vary** is a SPA town located in western Bohemia, Czech Republic. Russian Tsar Peter the Great is known to have enjoyed treatments here in 18th century. Now the town lingers in its former glory and visitors can enjoy impressive 19th century SPA architecture and colonnades. What made Karlovy Vary famous in the first place are its warm mineral springs - people have lived in close proximity to the site as far back as the 13th century due to their curative effects. Local thermal water can be used for bathing, drinking and irrigation.

A wealth of natural wellness properties and old healing traditions are waiting to be discovered across Eastern Europe, tapping into ancient methods and techniques to offer today's stressed out, international visitor a truly unique experience, good for both mind and body.

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## ABOUT DRUSKININKAI

Druskininkai is Lithuania's biggest SPA town, known for its unique combination of underground mineral waters, curative mud and surrounding pine tree forests that provide extremely clean air. The medicinal properties of Druskininkai mineral water were discovered in the 18th century and the town was declared a health resort by King's decree. The wellness traditions of Druskininkai have been developing throughout centuries. The concept of medical SPAs emerged during Soviet times and has been modernized since Lithuania gained its independence. Medical SPA is a hotel-style wellness center, where doctors assign certain healing procedures that might involve special mineral or whirlpool baths, massages, physiotherapy, mud treatments, aromatherapy and many others. Medical SPAs, as well as regular SPAs of Druskininkai also offer regular beauty treatments and massages. The town of Druskininkai has many activities for the whole family. It boasts the biggest AquaPark in the region, year-round Snow Arena, an adventure park, multiple parks and bicycle trails. It offers rich gastronomical experience, museums, various cultural events and festivities throughout the year. For more information: [info.druskininkai.lt/new/en](http://info.druskininkai.lt/new/en)  
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