

People & Places

SWISS CRITERIA

The terminology used in marketing wellness vacations has caused confusion. Lack of criteria was cited in a 1988 study published by the Swiss Institute for Leisure & Tourism at the University of Berne. Accordingly, a wellness cooperation program by Swiss Tourism (50 hotels) and the Association of Swiss Cure Institutions (70 members) plus independent hotels of 3- to 5-star quality led to a catalogue of wellness facilities and services that is available from Swiss government offices. Based on my experiences in Switzerland, these are some of the best spas in the world.

In Geneva, the Forever Laser Institut founder Dr. Luigi Polla created skin care products marketed internationally by Alchimie Forever. This full-service medical day spa specializes in non-surgical alternatives for face and body rejuvenation. Now reservations can be made through SpaFinder for treatments, steps from several top hotels.