Spa and wellness tourism has become a very trendy tourism segment with high potential of continuous growth. It is nowadays recognized as a good alternative to conventional tourism since, *inter alia*, it does not depend on seasons and has a very good image within the society that gives increasing importance to “quality of life”. The latest trends show that the modern consumer becomes more and more health conscious and therefore likes to use holidays for improving the physical and mental condition. Many European National Tourist Organizations have started to use wellness as a theme for their destination marketing.

Recognizing the remarkable growth of the SPA and wellness tourism sector, the Federal Tourism Agency of the Russian Federation and the World Tourism Organization (UNWTO) are organizing a Seminar to be held in Moscow on the 17 March 2008, to debate, with the collaboration of renowned experts and practitioners, the actual trends in the development of the SPA and wellness industry and examine the best practices of the European countries in this field. The Seminar will take place in the framework of the International Travel Fair INTOURMARKET (ITM)-2008.

With this event, the Federal Tourism Agency of the Russian Federation and the World Tourism Organization (UNWTO) hope to contribute to a better understanding of the importance of SPA and wellness tourism in the modern environment and to the exchange of experiences and know-how in this field.