



NORTH AMERICA

UNITED STATES

1. What has been making news in this country in terms of the business of wellness?

A magnitude of companies are utilizing and overusing the word "wellness" to help sell their products and services. Consumers are on the bandwagon, yet they are not quite sure what the "wellness" product or service offers that the "non-wellness" variety didn't offer prior.

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

BEAUTY & ANTI-AGING

Healthy aging is making a debut, and it's no longer just about beauty!

FITNESS & MIND-BODY

Consumers are interested in fitness for more than just looking great in a swimsuit. People want to feel good, and that, in turn, makes anyone look great if they truly feel great!

HEALTHY EATING, NUTRITION & WEIGHT LOSS

Reading labels, sourcing one's own food, and paying attention to mass-produced foods disguised as "healthy" are more of the norm now.

SPA INDUSTRY

Spas continue to be an important part of the real estate asset, as long as they are designed correctly with the right components for the right market.

THERMAL/MINERAL SPRINGS

Americans are hot on hot springs!

WELLNESS LIFESTYLE REAL ESTATE

Wellness real estate is still for the wealthy. Hopefully, this will change as we, as a society, learn how much a healthy lifestyle can be preventative medicine.

WELLNESS TOURISM

What is wellness tourism? Is it a tourist who seek wellness specifically, or simply a tourist seeking an adventure or change of pace, who then, ultimately, feels well and has a wellness experience? I believe it's both!

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

4. What do you see as the greatest strength of the wellness market in this country?

The hospitality industry has the opportunity to bring wellness to many more guests than those that visit the spa. So much of a visit to a hotel can feel well, with fresh foods, nature's fitness gym, and new experiences. There can be an ROI on wellness, as long as the wellbeing hospitality experience is planned well.

5. What do you see as the greatest weakness of the wellness market in this country?

Overuse of the word "wellness" just for the marketing buzz.

6. What do you see as the biggest opportunity in the wellness market in this country?

For real estate developers, asset managers, and hotel operators to plan for wellness appropriately—at the right cost, with the right attributes, and for the right market.

7. What do you see as the biggest threat to the wellness market in this country?

8. Which sector of the wellness economy are you most involved with?

Spa Industry

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