

NORTH AMERICA: CANADA

1. What is currently making news in your country when it comes to wellness or wellbeing?

The Canadian spa and wellness industry continues to flourish with spa visits making up a significant portion of the \$81.9 billion dollar Canadian tourism industry, with an estimated 14.1 million visits to Canadian spas in 2005 alone. With a significant lack of data due to an absence of annual industry reports, the Canadian spa market's growth and development has been poorly documented since 2006. The last formal published estimate stated that Canada has approximately 2,300 spa businesses nationwide and the industry is growing at a significant rate of 17% per year.

While the number of spa visits and new spas opening in Canada continues to grow, it is the new demographic of male patrons that has everyone talking. Revolutionizing the spa experience, male guests are inspiring new treatment ideas, services, marketing techniques and more. This growing clientele continues to inspire the evolution of the Canadian spa market, with more and more "just for men" locations opening across the country.

The male spa-goer is interested in overall wellness beyond the emotional response that female clientele often associate with relaxation. This extends to physical wellness, activity, rehabilitation and educated wellness decisions in the future. The male client is looking to be informed and an active participant in his wellness journey, trusting the expertise and recommendations of his practitioner and caretaker.

Central Ontario is a primary region in Canada that has embraced this modern man, with a large number of upscale barbers, spas and nail salons opening to service this exclusive clientele. The trend continues to spread across the country, with a variety of large spas and wellness centers offering "men's packages." Major wellness travel destinations in Canada such as Jasper and Banff in the Rockies, as well as Whistler and the coastal Maritimes have incorporated men's services in their major spas. Understanding the specific needs of this market, including different skin types, grooming techniques and maintenance, Canadian spas are adjusting their products and practices to cater to the growing male market. The inclusion of male clients at day spas and wellness centers opens up a new retail revenue source within the market. Retail opportunities for male specific grooming products is booming in Canada, with more men purchasing products based on facts and the results they experienced when receiving treatments. Building long term trust and return clientele is paramount with the male market.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: More and more Canadian spas are incorporating traditional or ancient practices from other cultures around the globe, for example hammams, which is a crucial development for our national spa growth in the future.

Wellness Tourism: The development of spas and wellness facilities in Canada offering treatments that utilize our country's diverse landscape, including natural salts and mountain hot springs, continues to build our wellness tourism market annually.

Wellness Living Communities/Real Estate: As Canadians embrace overall wellness and active living in their home and work lives, this extends into other elements of their life including wellness centered community building and real estate development.

Beauty: Canada is a leader in natural and ethically sourced beauty products, and our companies continue to develop innovative new products that support our environment for the future.

Fitness: A major beneficial development is the increase in Canadian companies incorporating a fitness element or weekly regime into their workplace wellness plan.

Nutrition: The continued advances in organically produced foods in Canada are a paramount development in improving the health and wellness of our country.

3. How would you describe the state of workplace wellness in your country?

Workplace wellness is a developing concept in Canada and is expected to continue growing significantly in the coming years. Understanding that health and wellness programs within the workplace improve productivity and the overall structure of the company is becoming more apparent to large scale corporations. With increased research and a growing focus on developing programs that facilitate healthy living, overall physical and mental wellbeing are becoming an investment element in a number of companies nationwide. The cost to the Canadian economy from workplace stress, depression and mental illness is 35 million lost workdays and an estimated \$35 billion in lost productivity annually. It is beneficial to corporations to be mindful of wellness and invest both financially and physically in programs that will ensure longevity and balance within their company. A large number of companies are incorporating a combination of dietary and physical activities as a way to moderate the work day.

An example of workplace wellness in action is the Williamson Group from Brantford Ontario. The company began by promoting dietary wellness in 2005 through Fibre Friday, paying for a tray of fruits and vegetables to be served to employees once a week. In the following years, they built on this program with a walking campaign encouraging staff to challenge one another to walk-a-thons. Regular Health Risk Assessments (HRA) reported a significant drop in high risk employee health, showing a drop to as low as 11%. As more reports on the benefits and results of corporate wellness programs become available, the understanding of wellness in the workplace continues to grow in Canada.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

With the absence of an annual industry report on the spa/wellness market in Canada, the industry growth is being measured on previous data. In 2006, the Canadian Spa Sector Profile was published and recorded 2,300 locations in Canada and growing. Continued investment in the wellness industry within Canada continues to grow, with a number of new spas opening each year across the country. Not only are the number of spas increasing, the investment in quality and wellness education is growing as well. The Spa Industry Association of Canada (SIAC) announced that 28 spas achieved the Quality Assurance Approved status in 2014. This is the only national program of its kind in Canada, and evaluates the safety, hygiene and best business practices, clearly indicating a continued investment in wellness within Canada. Businesses are becoming more aware of the need to unite education and wellness into their spa mentality, and that the two work in unison. In 2014, the Wellness Institute released The Global Spa & Wellness Economy Monitor report. A survey within this report showed that 91% of those businesses already responding to the wellness movement have seen an increase in revenues between 5-20%, with the belief that the concept of wellness is considered extremely important to the future of spa.

5. Whose responsibility is it to create a well world?

This is a shared responsibility by all people in our global community. Developing a healthy and active lifestyle on an individual basis through physical activity and ethically sourced foods will initiate the first steps in a well world. Mindful living develops personal wellness and this in turn will generate a well world. The further development of spas and wellness centers in Canada and throughout the rest of the world continues to support the collective understanding of living well in mind and body. With the launch of new locations and the continued innovation and creation of

wellness programs helps to educate our community about the longevity and benefits of developing a well world.

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