



# EUROPE: UNITED KINGDOM

---

## **What are the most significant global issues facing us today?**

Worldwide debt and the ongoing culture of short-term gain versus long-term sustainable results; a lack of consensus on how to deal with health provisions for an aging population; the continuing power of pharmaceuticals and the lack of concerted efforts by the medical profession to educate people on preventative health measures.

## **What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?**

Availability of instant information at your fingertips 24/7, which brings about unprecedented levels of knowledge and choice. Through this technology, the willingness and eagerness of people to share their individual thoughts, views and ideas with the public at large.

## **What do you see as the main innovations in the spa/wellness industry (existing and future)?**

The understanding that the market has evolved and become more sophisticated. It is no longer about going to a nice spa or resort to be pampered with a couple of treatments, but more about achieving goals, education and a certain outcome through integrated services. This has been led by the consumer requiring a measurable return on investment and innovation has coursed through the industry because of it.

## **What do you see as the greatest opportunities/challenges for the global spa and wellness industry?**

The greatest opportunity in my view is to further legitimize natural health and spa offerings by aligning them to government health strategies and the medical profession. This is a huge task and takes lobbying and a viable economic model, meaning the industry must pull together more. The largest challenge (which could also be an opportunity) is finding a way to help the consumer identify the good from the bad in a very crowded marketplace. If the industry is to seek further legitimacy then this is essential.

## **What are some practical ways for businesses to create a climate for creativity and innovation?**

Introduce team meditation sessions: encourage uncluttered minds.

Don't be insular: look outside the industry also for inspiration.

Listen to your clients: they are sometimes your biggest innovators.

### **SUBMITTED BY**

Stella Photi

Managing Director & Founder

Wellbeing Escapes

United Kingdom

E: stella.photi@wellbeingescapes.co.uk