



NORTH AMERICA: *United States*

ECONOMIC CLIMATE

We have found that people are spending less on everything and have made conscious decisions on priorities for their lives and lifestyles. Still, people are willing to spend money on themselves for things that make them feel good and are about wellness. Spas should be centering their attention to cater to these needs. Personal treatments that are good for the body and soul are items that one has the ability to control. This is important in a world economy where most people feel helpless in their effectiveness to change their well-being.

We've seen the quantity of spas increase in the New York City area over the last year, where personalized treatments, packages, and indigenous signature treatments are the de rigueur. Hotels and resorts have found that spas are a necessary amenity for three- to five-star properties in order to maintain their market share. The smaller hotels and boutiques are also offering in-room treatments as an alternative in order to compete if they do not have the property space for a spa and therefore the ability to offer their guests a full-service spa.

Today's world carries with it a lot of pressures and stress that wellness facilities cater to. They are providing not just one treatment, but a series of treatments that complement the others and provide a path to a wellness regime for the client.

INNOVATION

Spa design has become a specialty and is not just about creating a serene environment. Today's spas and wellness centers are researching exotic and innovative techniques from all over the world and offering them to their local clientele. The spa client is a sophisticated traveler who wants new and innovative whole-body experiences that incorporate water, color, aromas, acoustics, tension, compression, and sensuality in a relaxing, serene environment.

It is important to experience the local spa treatments for innovative techniques to incorporate in the 360-degree design of spas and wellness centers. Ours are totally integrated with functioning operations. Design that works and produces results for the guest is what we consider a success.

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