



# THE AMERICAS: UNITED STATES

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

- Environmental challenges: depletion of natural resources and global warming, population and governments being largely disconnected from global environmental concerns and food chain challenges
- Global conflict: religious conflicts and the unresolved Middle East Crisis
- Vast economic disparity between nations: super rich versus abject poverty

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

- Online media: connected but vastly disconnected
- Advances in usage of renewable energy sources
- Companies with a conscience that invest in sustainability
- Local and global charitable and socio-economic initiatives

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

- Green Spas, green products, sustainable spas
- A return to the essence of the spa experience: creativity and expertise based on the power of “high touch”
- The marriage of pampering and wellness services

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

- Grooming a new generation of spa directors and managers that can drive profitability
- Positioning the spa as a profit center in the hotel environment
- Embracing retail sales as a key component of spa success

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

- To create a culture of creativity and exemplary performance, achievement must be celebrated on a company and industry level
- Hire for creativity
- Create benchmarks and metrics for comparison to competitors

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