



THE AMERICAS: UNITED STATES

What is making news in your country when it comes to spa and wellness?

- The intersection of medical aesthetics, medicine and spa.
- Shifts in the men's market. Creating spaces and treatments that are hospitable to men.

What is happening in your country when it comes to wellness tourism and/or medical tourism?

Many years ago when I was in hospital administration, and consulting with Vail Valley Medical Center, I remember sitting around a boardroom table discussing a new service line launch – marketing plastics and medical aesthetics in Europe and across the US to bring clients to Vail as a “Worldwide Center for Plastics and Medical Aesthetics.” This totally integrated experience would package procedure, hotel stay and follow up, recreation/ski vacation, coordinated by a personal concierge, without anyone you know seeing you while you recover. In 1996, procedures were far more invasive. I love seeing how this has come to fruition in many destinations, and I think there is so much more to be discovered in exploring how medicine, spa and lodging might collaborate for mutual medical tourism gain.

Please give us one sentence to describe the latest developments in your country for each of these spa categories:

What is happening with hotel spas? Focus on helping travelers unplug.

What is happening with destination spas? Creating enticing packages so busy customers do not need to think about it.

What is happening with hot springs spas? Seeing a little more emphasis on the curative aspects of water similar to European counterparts.

What has been the general attitude about investing in the spa/wellness arena in 2013?

We see a general optimism and increased sales as more investment dollars become available. Projects tend to be more focused and balanced in terms of creating an environment of “understated opulence.”

Looking back at the past four decades of spa and wellness, what would you consider “a defining moment?”

The globalization of the world and a shift in focus from inward to outward. We no longer do things alone. We recognize the interconnectedness of all things. Innovative organizational structures reflect the premise and foundation of a holistic wellness model and that spa can no longer be one dimensional. We now reach out openly and embrace other industries, practices, and perhaps even seemingly disparate partners as we explore new relationships and ways of creating client value.

SUBMITTED BY:

Michael Bruggeman
Founder & CEO
Organic Male OM4