

# NORTH AMERICA: UNITED STATES

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

Technologies like Zeel entered the market and created a disruption in the industry with their Massage on Demand App. The app serves a different target group than spas that wants to experience wellness at home, on demand sometimes within an hour.

On another note, everybody is talking about wellness and wellbeing and wants to live healthier. This change in attitude creates a huge potential for spas, alternative therapies and the food market. Some spas like Turnberry Isle Miami react on that high demand for wellness, health and anti-aging by implementing “Wellness Programs” often accompanied by medical doctors.

Also interesting is the difference between the needs and expectations of millennials and baby boomers and how spas try to react to capture these two different market segments.

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

**Spas:** Spas are no longer seen as luxury but a necessity and consumers are demanding results driven services.

**Wellness Tourism:** Spa is an essential ingredient with regards to the growth of wellness tourism and spa will be available at all price levels.

**Wellness Living Communities/Real Estate:** Decline in traditional country clubs as more private communities are forced to offer more leisure facilities.

**Beauty:** Consumers are savvier when selecting beauty products predominantly regarding General awareness to ingredients.

**Fitness:** Health and fitness on a regular basis will continue to expand.

**Nutrition:** People are realizing that their longevity is within their control and are looking at cleaner/healthier ways of eating.

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

The current state of workplace wellness in our country is trailing far behind many other nations that have had strong support benefits in place for employees for many years. However, what is exciting, is that many companies are “talking” about what wellness initiatives they can take on to better support wellness in the workplace. However with many initiatives, once Americans get behind a belief or initiative, they explore opportunities and do so in a big way! Wellness is on everyone’s mind and “to do” list. In the coming years, we can expect to see more education, support and methods of inspiration within our workplace. Employees are challenging employers to step it up, and we look forward to wellness initiatives being a talking point in the new hire process, as Human Resource Directors present compensation and benefit packets to new hires, with Wellness Initiatives being a compelling and valuable employee benefit.

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

The spa industry has grown from \$60 billion in 2007 to \$97 billion in 2013, as well as the confidence level of spa management and investors. With an annual 7.7 percent growth rate, even during recessional years, spa investments in the U.S. for expansions, improvements and large scale renovations is simply smart business. With the recovering economy coupled with the rising demand for spa and wellness services, investors are funding projects from all levels within this business sector. Research shows that spa goers are willing to pay extra to enjoy better services that make them feel good, look good, become healthier and more energetic. Consumers are particularly concerned with anti-aging ranging from the physically visible to the internal, movement and functionality. The demand for anti-aging in spa and wellness justifies the investment towards keeping up with the facilities, service offerings and programs to keep spa and wellness services current and alluring.

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

Everyone...it starts in the home...and with the individual. However, society (government, workplace, educational institutions, etc.) is also responsible. It's an

exciting time to unite as human beings and work towards a cause that brings immense benefit to us all, collectively and individually.

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