

NORTH AMERICA: UNITED STATES

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

Wellness is making news continuously in the US, because the word itself is becoming more “mainstream”. The use (overuse?), however, is what is making true wellness misunderstood. Can one call a vacation a “wellness” vacation because a massage was received? Is the lunch ordered in a restaurant a “wellness” option just because it contains a vegetable? Are wellness services in medi-spas really wellness, when invasive techniques and harsh chemicals are used on the body? The misunderstanding of the word creates opportunities for those not in the true wellness business, to tout something that is not truly well.

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

Spas: Bespoke services that provide a personal approach to the wellness goals, no matter how big or small, of guests.

Wellness Tourism: Personal fitness and nutritional guidance while on vacation offered in a fun, joyous, and relaxing way.

Wellness Living Communities: Communities that incorporate physical activity areas and regions beyond the gym, those who incorporate Mother Nature’s fitness gym for the best in wellness!

Real Estate : Planning outdoor areas for physical fitness and relaxation.

Beauty: The media’s accepting of natural beauty in realistic sizes and shapes, especially for young women today.

Fitness: Physical Education, nutrition, sports, art and music programs in all schools for all children in all demographics and the funding to teach these imperative subjects well by qualified educators!

Nutrition: Same as above.

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

Workplace Wellness must start with us in the spa and wellness industry. The number of Spa Directors today, who are completely burned out, and getting sick from stress, is the most disturbing indicator of how much we need to work on this. We should be the educators about his topic.

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

Resort owners and developers in the luxury sector have known for years that in order to remain competitive they must have a full service spa component that offers the “treatment with the treatment”. What can they offer their guests before and after the purchased time on the treatment table? Today more than ever, we are seeing investors who are themselves on a quest for wellness, and who have specific wellness requirements for their developments: specific fitness equipment, the desire to employ their personal trainer or yoga instructor at their property, sharing personal experiences in wellness so that their personal experiences can be recreated in their properties.

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

Our industry will provide better overall education about wellness for all ages, leading to an increased understanding of the concept among spa consumers. Spas will use wellness terminology, technology and tools when they are appropriately educated. Guests come to spas with differing levels of knowledge and wellness goals. Our challenge is to offer services that relate to the non-exerciser who wants to lose 10 lbs., to the marathon runner who needs to learn about performance nutrition. So it is up to us to find the programming that can offer some common ground in order to effectively deliver hospitably, with an ROI, and be operationally feasible.

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