

NORTH AMERICA: UNITED STATES

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

Demand for “spa weekends” is increasing with expectations of “european spa amenities” like cold plunges, kneipp walks, salt bath.

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

Wellness Tourism: Wellness Tourism in our region is not a theory but a reality, our tourism is built on skiing, hiking, biking, etc. a different type of “wellness tourism” and the same goes for living communities. We tend to live the wellness and fitness and the spas are our addition to those natural amenities.

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

Much more awareness is being given to promote the wellness aspect i.e. encouragement from employers towards reward systems to stay healthy and fit, as a Nation with national “Bike to work” days etc.

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

The spa industry is seeing growth and financial investments to improve upon existing spas and re-structuring high end hotels to include high end spas and attendant services. Our very own Iron Mountain Hot Springs, which opened this past month, is a prime example of a huge financial investment with still unknown risk factors but a firm believe that we should strive toward more relaxation, restoration and rejuvenation.

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

The responsibility sits with the individual to take the first step towards wanting a level of “conscious well being” versus just following the routine, which in turn will create a demand upon the business world to provide services, outlets etc. to provide the tools.

SUBMITTED BY:

Name: Mogli Cooper

Title: Co-Owner/Founder

Company: Iron Mountain Hot Springs

Email: mogli@ironmountainhotsprings.com

Phone Number: (+1) 970 930 6050

