

# NORTH AMERICA: UNITED STATES

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

From FitBits to the Apple iWatch, health technology is currently a booming industry in the United States. Consumers are keeping track of their health through using wearable devices that allow them to build better daily habits. Companies are also encouraging employees to improve their overall well-being through digital wellness programs. At Pacific Hospitality Group, we encourage employees to join Virgin Pulse, which is an online platform that assists them in living a healthy lifestyle through tracking, personalization, education and rewards.

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

**Spas:** Guests are becoming more focused on wellness-related services than purely indulgent treatments.

**Wellness Tourism:** Consumers are more invested in maintaining their wellness routine while traveling, and the hotel industry is meeting this need through providing healthy food options, flexible meeting space and 24-hour fitness centers.

**Wellness Living Communities/Real Estate:** Communities focused on wellness are gaining popularity at universities in the U.S., and these residential environments on campus allow students to maintain and improve their well-being through a holistic approach to learning and living.

**Beauty:** Our Meritage Collection luxury spas are seeing an increase in male patrons, and as a result, we have developed treatments such as the “Men’s Essential Facial” and other offerings tailored to meet their wellness needs.

**Fitness:** As mentioned above, wearable devices are assisting consumers in keeping track of their health with real-time updates on their fitness goals.

**Nutrition:** There has been a paradigm shift from dieting to more of a focus on nutrition and wellness.

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

Wellness in the workplace is rapidly changing with the latest work force demanding more vacation time and perks than previous generations. Companies understand that healthy employees are more focused at work and produce better results. Therefore many employers are developing workplace wellness programs that focus on employee personal development, philanthropy and health.

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

The demand for spa and wellness services continues to rise in the U.S. with consumers investing in preventative treatments to help them maintain their health. With the high cost of healthcare and the medical community using more prescription drugs to help patients manage ailments, consumers are turning to spas and wellness centers to provide holistic and natural solutions to their health problems. Reflexology and massages with organic essential oils are popular among spa guests who would like to reduce muscle pain and relieve built-up tension and stress.

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

Everyone shares in the responsibility to develop a world where wellness is a focus and priority. Our Meritage Collection luxury spa resorts enable guests on their wellness journey through offering revitalizing treatments and overnight spa packages to relax and transform the mind and body.

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