

NORTH AMERICA: UNITED STATES

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

Current and increasing newsworthy wellness topics within the US include; healthier eating, stress reduction, the need to sleep more and mind-body-spiritual renewal. The millennial generations increasing percentage makeup of the industries consumers and revenues reiterate that wellness is not just associated to indulgences as once seen but as routine; similar to a doctor's visit. The wellness industry as a whole continues to make US news as it encompass more sectors than ever before; far beyond ones potential previous perception of spas or their past offerings. Integrative medicine and alternative wellness therapies continue to blur the lines between medical and spa which are paving the way of the industries' future.

Wellness travel is also becoming more popular and is making the news in the US. Travelers are seeking out wellness retreats and experiences that are tailored towards mindfulness, mind-body-spirit renewal, weight loss, and fitness to name a few. Another big driver of more wellness conscious consumers is technology. Apps, wearables and technology make it easier than ever for wellness to be top of mind in addition to offering information and outlets that you no longer need to see a traditional doctor for keeping consumers engaged and more conscious of their overall health and wellbeing than ever before.

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

Spas: Educational opportunities such as lectures, seminars, and courses are important developments for spas both internally and externally. As today's consumer is more wellness savvy than ever before, authenticity and integrity are top focuses for spas. Providing in-depth and accredited education for spa staff as well as the consumer will position spas as a wellness leader in their market. At the forefront of this movement in 2013, Langham Hospitality Groups proprietary wellness brand, Chuan Spa based on Traditional Chinese Medicine philosophies and techniques

launched Chuan Academy, the first ITEC accredited hotel spa academy both internally and externally with locations found in Langham Place Hong Kong, The Langham Shanghai and The Langham Chicago.

Wellness Tourism: Independent destination wellness experiences have grown in number as well as even specialized wellness tourism travel agents emerging. There is great opportunity in this area for traditional hotels to develop more unique and specialized wellness experiences that can't be found elsewhere to attempt to compete for their fair market share of wellness tourism, a \$439 billion dollar industry that they would not want to overlook according to SRI International.

Wellness Living Communities/Real Estate: The number of residential “lifestyle” buildings and communities have significantly increased as well as the ongoing trend for corporate buildings to renovate and or for new builds to incorporate much more than a fitness center but to include offerings such as massage rooms, meditation rooms, outdoor gardens and walking paths, sleep pods, and healthy dining options within with design and architecture trends being environmentally sustainable.

Beauty: Consumers are more conscious than ever of ingredients and where products are made and sourced. Brands are becoming more transparent about these details, many using their environmental sustainability as one of their sales & marketing strategies.

Fitness: Technology is leading the fitness industry through apps, wearable devices, and equipment that is increasing user engagement and one's ability to take control of aspects of their personal wellbeing while additionally connecting the consumer to insights, recommendations, and instruction on how to utilize personal information obtained through these various fitness technology sources to change and impact their lifestyle.

Nutrition: Consumers consciousness of what they eat has continued to rise as “healthy eating” options and marketing campaigns are seemingly everywhere you turn. Restaurants dedicated to locally sourced ingredients, organic, and environmentally sustainably grown products cover the range from fine dining to quick-service; making the option and choice to eat healthy much easier for today's wellness conscious consumer – at all price points. Many in this sector have begun disclosing nutritional information on their menus and we will see an increase for these businesses as well as nutrition counselors to continue educating people on what they're putting into their body promoting overall health and wellbeing while continuing to help reduce obesity as more than one-third (34.9% or 78.6 million) of U.S. adults are obese reports the Journal of American Medicine (JAMA).

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

It is one area that has been slow to grow but is currently on the rises and is going to be “the next big thing” as integrative medicine and a la Carte healthcare increase in popularity by demand. Companies need to become creative with the wellness benefits they offer as the benefits reaped impact both the individual and the employer. If employees are living a healthier life, companies will see that it will cut cost in other places such as healthcare premiums, paid sick leave; and not to mention increase productivity. Companies can bring fitness classes into the workplace, better workplace dining options with healthy outlets, and wellness technologies like treadmill or stand up desks. It is an initial expense, however has positive long term benefits as we all work together to build a well world.

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

The general attitude is that people are more likely to invest in spa and wellness. We’ve seen an increase of business up to 30% for Chuan Spa Chicago year-over-year and 22% globally within our brand. Wellness has become a bigger part of consumers’ lives like how grocery shopping is part of one’s routine. People don’t save for it or do it just for a special occasion, it’s the way of life for an ever growing percentage of the population.

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

It is everyone’s responsibility; it’s up to us all! Those working in and the wellness industry have a heightened responsibility to continue to educate consumers as well as their employees that directly engage with the consumer daily. Through innovation and authenticity of alternative wellness therapies, wellness purveyors must lead this growing industry one step closer to a well world.

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