



Industry Briefing Papers 2016

NORTH AMERICA: UNITED STATES

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

A growing focus on our personal environment (body and mind) coupled with a growing awareness of global environmental distress is shaping our industry in subtle, but meaningful ways - quality of food, touch, green practices, meditation and community - all gently remind us of our fundamental connection with others and the planet itself.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Spas are becoming ever more techno-gadget oriented with equipment and facilities often minimizing interaction with associates.

Beauty:

While still a major menu theme, there is a growing demand for natural, non-invasive approaches as per the holistic esthetic approach.

Fitness:

Fun, exotic/romantic dance (e.g., tango and adventure seeking activities) are proving to be viable options for the rigid disciplines of the workout room.

Nutrition:

Whole, fresh and sourced locally plus cold pressed juices available on demand in a growing number of properties.

Wellness Tourism:

Staying closer to home, guests are seeking progressive programs that truly make a difference (e.g., customized treatment plans and organic kitchen gardens often a major draw.)

Wellness Communities or Real Estate:

Although full wellness and holistic community developments are still very rare, real estate developers are increasingly worried about including wellness facilities in residential developments.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Convenient, healthy food - A growing awareness of food toxicity has given rise to juice bars, raw food, alternative cafes and healthy food chains in most urban, populated areas.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Making a commitment to train and educate our practitioners. Generating upwards to 80% of all spa revenue, the quality and integrity of our menu services is the single most important component of operations and is the value that will attract and grow an appreciative clientele.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Well-being - The desired state.

Wellness - Pursuit of the desired state, which incorporates the active ingredients of well-being (exercise, diet, meaning and purpose).

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