



# 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?

Fitness Classes versus individual workouts – 45% of millennials who exercise regularly, do so in a class environment as opposed to 26% of exercisers aged over 55 (Nielsen Consumer Exercise Trends 2015). The fitness class will continue to see growth as it currently combines two lifestyle trends, i.e. Keeping fit and Socializing, the ‘trendy / buddy’ nature of Cross fit (7,000 gyms since the year 2000) and other similar styled extreme workouts is fuelling new ranges of clothing, footwear and accessories, Under Armour being a prime example. Current exercise trends are also heavily goal focused meaning that people are working out for a reason leading to the surge in popularity of Obstacle and Extreme races and events all over the U.S.

Vegan, Gluten Free and other specialty diets – While the search for Organic takes a back seat for a while to be replaced perhaps temporarily with the concepts of Farm to Table and Locavism (only eating food produced within 100miles of where you live) the increased interest in being Vegan or participating in a specific style of nutrition move forward and are currently a big influence in the market. The PETA Website declares 2016 as ‘The Year of the Vegan’ citing the rise in popularity of veganism and the mainstream sale of products such as seaweed, nutritional yeast, cashew cheese and vegan eggs. There is and continues to be a pushback on GMO products and recently a campaign was launched to sell so called ‘Ugly’ malformed produce which has until recently been regarded as unsellable and sent to landfill. The startup company Imperfect, deliver ugly produce direct to customers at significantly reduced prices, the nutrition value is the same the only thing which differs is the appearance of the fruit or vegetables.

### 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:

The ever evolving search for talent, as the pool gets smaller and salaries and wage demands get higher the ability to make a profit while offering high service levels continues to be a developing challenge.

**Beauty:**

The move towards naturally based beauty products and an understanding by clients of the harmful effects of chemicals on their skin and potentially their genetic make-up.

**Nutrition:**

The interest level of Generation X and to some extent the millennials is rising in 'new' ways of consuming food and challenging the traditional nutritional models.

**Wellness Tourism:**

A growing interest to develop wellness communities: Given a similar rise in interest around the time of the last market crash, is this demonstrating a new trend in the market or another real estate bubble?

**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?**

The United States was at the core of the fitness revolution of the 70’s and 80’s. Think back to the home videos of Jane Fonda and Richard Simmons and the evolution of workout attire becoming a fashion statement as well as practical exercise wear through brands which are now world leaders. The images of beach living and fresh orange juice from California sold a lifestyle which spawned aerobic classes, stepping and numerous other fitness fads, some of which survive today and others which came and went.

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

In new generations, disposable income levels are relatively low compared to previous generations and this may materially impact their propensity to purchase discretionary and often highly priced discretionary services. This carries over into the wider populations nutritional habits which can easily be swayed by a proliferation of food choices, many of which are unhealthy and widely available. This cycle leads to low energy, less exercise, lower motivation and in some cases depression.

**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.**

Wellness - Is used as a status symbol, often enjoyed only by those who can afford it.  
Well-being - Is the state that all should be entitled to and should be the key focus of policy makers to maximize including those elements that have no monetary base or entry point i.e. improving relationships, positive thinking, respect etc.

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