



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?

The US is slowly catching up to wellness potential by combining mind body services and activities with medically related services. While not entirely prevalent, it is making headway. We are also seeing an increase in asset managers who better understand, and strive for additional information about, the wellness industry in order to better serve guests with the delivery of well-being, while also educating the guest about well-being life choices.

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:

Blending fitness activities into the spa component (spas including body motion into the overall relaxation opportunity).

Beauty:

Less is more!

Fitness:

Blending the spa activities into the fitness component (membership clubs adding wellness services).

Nutrition:

The education of the US consumer starting in our public schools with the introduction of healthful eating through the development of school gardens and nutritional education.

Wellness Tourism:

Identifying the guests who desire wellness services in an environment that inspires well-being.

Wellness Communities or Real Estate:

Consumers want to live the well-being lifestyle, and continue to request education where they live, work and play.

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?

Thermal springs are gaining popularity in the US and destinations with thermal wells are undergoing renovations by the dozens!

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

The misunderstanding of wellness by both the industry and the consumer.

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 the adjective used to describe an activity, and well-being is the lifestyle one creates internally and externally. Well-being is your own feng shui, if you will.

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