



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?

Spa: Spa is no longer confined as a physical spa location but has taken on a more “coined term” and theme as its use has grown into broad sectors of business and has reached well beyond the once known “traditional spa”. From experiential destination spa tourism, apparel, technology, to even painting your walls with “spa” paint by Benjamin Moore, it’s a common daily encounter that is broadly a part of everyone’s life and an ever-growing necessity for many.

Wellness: There are a lot of companies offering genetic testing and others testing key epigenetic processes that are growing in number; engaging a growing percentage of the nation’s consumers. The continued study and application of epigenetics is rapidly progressing and newsworthy as there is a broader understanding that both the environment and individual lifestyle can also directly interact with the genome to influence epigenetic change. Our genes do not determine our health and wellbeing destiny just as our genetic influences can be modified at any time. Nutrition can alter the epigenetic state of the genome leading to dramatic deprogramming or reprogramming of large numbers of genes in metabolic pathways and physiological systems. A “nutritional intervention” is a possible way to “reprogram” the epigenome to promote health, wellness and prevent disease. I firmly believe that epigenetics will shape and form the future model of progressive countries healthcare systems.

Wellness Travel: tapping into a current lucrative 15 percent niche of global tourism, Virtuoso the leading international luxury and experiential travel agency has responded to the millions of wellness trips taken each year with their recent launch of The Virtuoso Wellness Zone exposing travel planners and advisors of the wellness travel consumers to some of the world’s best and most unique physical, mental, social well-being, spiritual healing travel experience.

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:

Advancements in technology, broadening the reach and engagement abilities making spa and one's personal wellbeing more easily accessible as well as affordable.

Beauty:

Ingestibles (supplements, food, drink) and topicals with focus on strengthening, repairing, or rebuilding from the inside out has slowed the demand for instant gratification products and services through greater consumer awareness and knowledge to inner beauty.

Fitness:

An experience no longer loathed. Though the waves on Lake Michigan may not be high enough to "hang ten", Chuan Spa, Chicago delivers to the rising popularity of experience driven fitness. Chuan Spa at The Langham Chicago encourages hotel guests and locals alike to unleash their inner surfer with a surf inspired workout. The Langham, Chicago is the first hotel in the city to offer surf style fitness equipment and programming as an amenity, and to invite participants to partake in SurfSet classes along the scenic Chicago River. Chuan's SurfSet Core Essentials classes provide the ultimate core workout, mimicking the core exercises of catching ocean waves. Aimed at getting away from the traditional workout by challenging the body in new ways, these classes combine yoga-inspired balance techniques, high-intensity & tempo cardio burn, and focused strength & definition building.

Consistent with traditional surf enthusiast's culture of protecting the ocean environment and the alignment of reef, sand, bathymetry, wind and weather; Chuan Spa Chicago relates this to "home" as the Chinese meaning of Chuan is flowing water. Chuan's connection and support being located along and offering classes overlooking the Chicago River is equally important to us to protect, preserve, keep clean this waterway as water is the source of life and is one of Traditional Chinese Medicines five elements aiding in rediscovering ones source and personal wellbeing.

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?

"Wellness/ Spa On-Demand" Services & Offerings: An abundance of stress and a scarcity of time are today's reality. The growing market of beauty and wellness on demand services and offerings "GrubHub Delivery Style" shows continued growth in education and consumer reach to wellness minded consumers and that they intend to feel great and look great no matter the constraints.

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

Education...or lack thereof

One's childhood and how one grows up deeply shapes how individuals look at personal wellness; education on any level begins in the home. At the same time, the focused education and its reinforcement needs to be reinstated through strengthening our public education system, putting more qualified educators in class rooms; ultimately building positive health and wellness behaviors from an early age.

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 a gateway through a broad cross-industry category series of approaches (practices, products, services, locations, experiences, etc.) that serve as tools in the ever changing pursuit to find one's personal state of Well-Being.

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