



NORTH AMERICA

UNITED STATES

1. What has been making news in this country in terms of the business of wellness?

In the US, we are seeing that rather than being considered a luxury indulgence, the idea of wellness has grown to become a widely accepted practice. With the demand for wellness on the rise, we see businesses thriving by meeting consumer needs on both an accessible and luxury access point.

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

BEAUTY & ANTI-AGING

Dubbed by Allure as the “marijuanaissance,” CBD is having its moment in beauty. The enthusiasm building around the emerging science (with legitimized medicinal claims) has brands and media looking forward to the future of this industry.

COMPLEMENTARY & ALTERNATIVE MEDICINE

We have seen a lot of the wellness retreats opening with an emphasis on strong Eastern roots (e.g., YO1, Menla, The Art of Living and Chopra Center). Practitioners from India, who are experts in these ancient medical practices, address the root cause of each guest’s health issues during an immersive, regimented stay. These wellness retreats offer a truly authentic, comprehensive and completely customized experience for guests and, while traditional destinations in India would recommend guest stays of 2–3 weeks, these facilities are tailoring these concepts for Westerners and creating 3-, 5- and 10-day packages and offering satellite facilities so guests can continue their journey/holistic health mission at home (YO1’s phase two plan will include these satellite offices in NYC, LA, etc.).

FITNESS & MIND-BODY

In the US, we are seeing an evolution of the “social wellness club”—the newest twist on a private club that provides its members 360-degree wellness support:

- The Well, opening in NYC in 2019, brings together the benefits of Western medicine and the wisdom of Eastern healing in a science-backed ecosystem for wellness. By gathering expert doctors and skilled practitioners under one roof, The Well builds customized plans uniquely suited to each of their members and their goals.
- Rise by We, a health club and “super-spa” concept from WeWork, using social fitness to elevate mind, body and spirit
- Wellvyl, a wellness movement and social club focused on health, inclusiveness, positive thinking and having fun

- The Assemblage, which pairs co-working spaces with mindfulness exercises and Ayurvedic food

SPA INDUSTRY

Personalization is everything. No longer are we in the days of a deep tissue massage or vitamin C facial. Guests want their treatments to be personalized to their specific needs, which is why the Ayurvedic system of healing has become increasingly popular. Although Ayurveda has been around for thousands of years, Americans are particularly taking to the customized approach to wellness as a way to target their ailments in a more holistic way.

WELLNESS TOURISM

The desire to reconnect with nature through adventure travel, wellness retreats, spa experiences and fitness will grow even stronger as new evidence piles up about the benefits of being outdoors:

- Adventure Travel: Groups, such as Nomadic Expeditions (Mongolia, Siberia, India, Nepal, Tibet, Bhutan), give guests the opportunity to immerse themselves in once-in-a-lifetime outdoor activities, such as adventure trekking in the Altai Mountains, camel rides, off-roading, etc. The Bushcamp Company is a small collection of camps in Zambia's South Luangwa National Park. As the only safari operator in this southern section of the park, they have six small, intimate bush camps (accommodating six to eight guests at most) and one lodge with 18 thatched chalets. Wi-Fi is only available in certain sections of the Mfuwe Lodge while each bush camp is totally off-the-grid, with no access to the internet, allowing guests to fully disconnect and enjoy this once-in-a-lifetime adventure.
- Wellness Retreats: "Adult camps," such as Well + Good's wellness retreats, are becoming increasingly popular, offering guests outdoor activities, such as hiking, canoeing, fireside chats and movie nights under the stars.
- Spa: MetWest properties, Gaige House + Ryokan and Montage Palmetto Bluff offer forest bathing, which allows for guests to explore nature.
- Fitness: Equinox offers outdoor group workouts, including boot camps, yoga, Pilates, running and hiking.

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

The need to de-stigmatize mental health issues has been a big topic in the US in 2018—from the tragic losses of Kate Spade to Anthony Bourdain to DJ Avicii, amongst many celebrities that have come forth with their mental health struggles, including Demi Lovato, Mariah Carey, Kendal Jenner, Olivia Munn, Camila Cabello. With that, there have been major campaigns designed to encourage the 1 in 5 people struggling with mental health disorders to engage in a wellness program designed to treat their personal needs.

4. What do you see as the greatest strength of the wellness market in this country?

The boom in the US economy along with shifting demographics has created strong growth for the wellness market. Millennials are finally doing better economically while aging baby boomers create a demand for specialized care. This, coupled with the current healthy economy, is the US's greatest strength in the wellness market.

5. What do you see as the greatest weakness of the wellness market in this country?

Education. Teaching our children about the importance of wellness, mental health, fitness and nutrition is the greatest weakness we have in the wellness market in the US. While children suffering from socio-economic disparities are highly unlikely to have access to the same wellness programs as children from more affluent families, we have seen a positive reaction to those trying to change the system. The widely publicized opening of LeBron James’s “I Promise” school in Akron, Ohio shows the positive impact wellness can make on a community. The school offers an integrative approach to education where teachers are charged with developing well-rounded students by facilitating “Be Best” meetings that teach students holistic activities, such as gardening and yoga. Kids are given free healthy breakfast and lunch, a bike and, if they graduate, are offered free tuition to attend the University of Akron. Giving underprivileged kids the chance to focus on their own wellbeing is a great first step, but there is more ground to cover if we want to raise more mindful, well-rounded children.

6. What do you see as the biggest opportunity in the wellness market in this country?

According to Forbes, legal cannabis revenue in the US market is projected to hit \$23.4 billion by 2022 (73 percent of the market). Adapting to these policy changes and meeting consumer demand while also educating outliers on the benefits of cannabis could prove to be the greatest opportunity in the US.

7. What do you see as the biggest threat to the wellness market in this country?

Economic factors certainly play a part in making wellness accessible to all.

8. Which sector of the wellness economy are you most involved with?

Wellness Tourism

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