



THE AMERICAS: CANADA

What are the most significant global issues facing us today?

Indebtedness, individual debt, corporate and government-held debt have led to fiscal tightening, slow growth and declining supply with worldwide multi-market demand increasing. Increased demand and less supply (less competition and production) will increase price – current example, food.

Climate change and its devastating impact on the environment, the economy and communities/countries.

What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?

Virtual and online innovations creating a massive and growing digital economy, virtual currency, transforming communication, connectivity and social behavior – virtual banking, Google wallet, online gaming and virtual worlds, e.g., Second Life. A virtual economy that is creating employment opportunities, changing human relationships, new business opportunities, and emerging threats associated with the lack of legislation and regulation and the vulnerability of cyber security. Medical advances in regenerative technologies, tissue rejuvenation, stem cell therapies, molecular repair, robotic surgery, genetic engineering (animal and plant species), personalized medicine, new screening diagnostics. The global aging population is driving the quest for advance interventions.

What do you see as the main innovations in the spa/wellness industry (existing and future)?

New communication technologies have educated the consumer and developed new interactive relationships with the spa/wellness centre. Advanced technologies have greatly improved data-management systems, customizing service delivery models with personalized treatments and experiences. Perception continues to evolve on the role of spa in health-management and prevention. Skyrocketing health care costs and the rapid expansion of chronic diseases drive growth in the wellness market. Private healthcare plans have included more health and wellness programs, treatments and coaching programs. The explosion of health promotion in the workplace, through private insurance and government programs, continues to educate and raise the level of awareness – all good news for spas.

What do you see as the greatest opportunities/challenges for the global spa and wellness industry?

The shift in the understanding of retirement as the baby boom population approaches the traditional age categories for retirement. People increasingly seek lifelong lifestyles that will support the preservation of health and income. Increasing demand for pain management, disease management and stress reduction encourage people to seek effective ways to address these concerns on a daily basis with proven outcomes. The public conversation is being driven by necessity, as traditional models of healthcare are collapsing under the financial burden of increasing demand, increasing disease and expanding technology.

What are some practical ways for businesses to create a climate for creativity and innovation?

Recruit, recognize and reward individuals who share common values – facilitate the dialogue and drive the agenda engaging those who never lose the ability to dream. Cultivate their human spirit for growth and success. Proactively lead and challenge people, encouraging collaborative work, cooperative leadership and dynamic learning. Provide the opportunities for individuals to be proactive, creative and accountable.

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