

The Americas: United States

WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

Our agents are asking (for their clients) and making requests for spas with strong yoga programs and meditation, but in a more upscale way. Not your basic yoga retreat. Also, people are asking to travel to these places and really get away: maybe not as far as Asia but around the U.S. to make time to really unplug from their frantic pace.

In addition our new boot camp the Ranch at Live Oak Malibu is going gangbusters and has been sold out several months in advance. The boot camp concept is really taking off.

In addition, I am currently at the Sha Wellness Clinic, and there are several Americans here to work on getting rid of stress, to lose weight, and help with sleep disorders.

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS ARENA?

That is a hard one as money is still tight, but spa investment is now a must for every new resort I have seen planned, and also many are expanding existing resorts to keep up. The destination spa market is a much harder concept and new ones are struggling.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

It has never been better and is still greatly untapped! I think the whole male market, whether it is husbands or, as I just observed four men here at Sha, men in their 40's needing to get in better shape. They came as a small group, leaving their wives at home. They are working out, learning new exercises, and playing cards together! And then there are mommy makeovers for young moms after giving birth.

SUBMITTED BY:

JoAnn Kurtz-Ahlers
President
Kurtz-Ahlers & Associates
United States



joann@kurtzahlers.com
www.kurtzahlers.com