



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?

The last year has provided many the opportunity to reflect on... What is needed to provide the same service and experience with less? “More is not better”; spa directors have streamlined product brand selection and retail, creating clarity for the guest and for the provider. Education, service and special events are more critical than ever to drive retail sales. While education funding is limited together we have found ways to increase education and therapist confidence. Menus have been reduced in size and replaced with no-nonsense treatments that speak clearly to what the treatment provides. New treatments have been added to address immediate concerns such as aches and pains, non-surgical facelifts and multi-service treatments.

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

The business sectors attracting investors are the clean technology, biotechnology and software industries. Within the hotel sector the overall growth is planned for China and India. Investments within spas are evident with the major rebranding of spa concepts within the luxury hotel segment. Corporations are investing in spas more heavily than in the past. Spas are a leading story for hotels to attract guests. Health and wellness: properties are introducing programs throughout the hotel that are wellness-oriented, i.e.: the healthy meal program at Fairmont Scottsdale. There is more investment in larger space for spa and wellness to include spa pools, fitness areas, yoga rooms and larger relaxation rooms.

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

We believe that there will be continued interest and growth in the spa and wellness sector. We hope to continue to see a better merging of nutrition, exercise, mental well-being, and care of the face and body integrated not only into spas but also into wellness and medical centers worldwide. There will be a continued emphasis on corporate spa concepts leveraging worldwide distribution, consistent services and global pricing. Simplified menus and clear retail strategy with home care programs will be focuses. Result oriented treatments will continue to flourish in the day spa market as well as in luxury and resorts. There will also be an emphasis on sustainable products and treatments, using sustainable materials, organic and wild crafted ingredients, and reduced packaging and hotel utilities.

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