



## The Americas: United States

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

Since we deal with owners and asset managers, our requests have more to do with how to rethink the value of spa assets. With so many spas now underutilized for reasons related to both the economy and having been overbuilt for the size of the hotel, we have been asked to come up with new programming that considers possibilities outside the traditional hotel spa.

Outside of the traditional hotel spa market, we have had the most requests for wellness spas this year than in past years. Potential new clients are now including more health practitioners. They are not asking for medical spas, rather they see the trend toward full service wellness and are looking for newer models in programming that include a wide range of services and facilities.

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

Funding is still tight. Much of what we have worked on are preconstruction phases to get financing in place.

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

The U.S. economy is still sluggish which is slowing down any investment capital from being deployed. While the economy is improving, it will take another year for any serious shift to be released for both the new and existing hotel properties, some of which have not seen any improvements, for quite sometime. All of the RFP's that we have responded to for wellness centers are also waiting for funding with very few exceptions.

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