



# THE AMERICAS: UNITED STATES

## What are the most significant global issues facing us today?

Unrest and instability of world markets have de-prioritized wellness and spa in certain situations.

Potential major conflicts with countries like Korea and Iran.

Energy sourcing.

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

Technology has given birth to the era of age-intervention. It has produced equipment and products that provide the quick fix. However, it has also made it convenient not to be responsible for one's well-being and to discipline oneself towards a healthier lifestyle.

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

Technology can develop better ways of running spa operations, communication, and bridging the gap between spa/wellness and the medical industry.

Focus on preventive health care and integrating spa culture with hospitals to a more serious degree, using models established in countries like Switzerland and France.

Awareness of and demand for more sustainable solutions and products.

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

The corporatization of the spa culture makes it difficult for true advocates to develop wellness programs. The constant demand for bigger profits has led to tighter staffing. Current management has less time to develop new talent or to train and mentor future leaders. They also have time to evolve and grow into their current roles. The same is happening for service providers. This is already manifesting itself in a shortage of management and labor.

In the same respect, spas and suppliers are learning how to survive in this new economy by thinking outside the box and creating systems, processes, products and services that are not mainstream but deliver results. There is no norm or standard anymore; people are more open to change and are trying new ways of doing things.

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

Creating a climate for creativity and innovation must begin with intention. From management to staff, there must be an understanding and an agreement to collaborate towards a certain goal. This begins with the work environment, in both the physical and the social aspects. Then a system of rewards and recognition must be put in place to encourage and sustain creativity. Communication is key, especially in providing feedback between the stakeholders and the consumers.

### SUBMITTED BY

Rianna Riego, Principal & Founder

Global Spa Vantage

United States

E: [Rianna@GlobalSpaVantage.com](mailto:Rianna@GlobalSpaVantage.com) W: [www.globalspavantage.com](http://www.globalspavantage.com)

