



# THE AMERICAS: UNITED STATES

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

Global warming, world hunger, overpopulation of the planet; No one is producing anything really new; financial crisis, unemployment, HIV, globalization, climate change, media manipulation, Arab Spring; destruction of the natural environment and economic recession; evolution of demand and supply natural or organic; emergence of the medical spa trend, Difficulty in recruiting good people.

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

We see the innovations as more game changing than disruptive. On a positive note, the move toward a greener planet with development of clean energy, electric cars, and wind power. Web, social networking, 24/7 connectivity, and global markets, Medicine & Genetic, New technologies Good- Globalization due to development of internet technology. On the negative side: development of IT decreases face-to-face communication skills and increases stress due to overuse of the computer; innovation "Bio" whose standards are not uniform across countries; appearance of exotic medicines very important, with a risk of turning into a spa clinic.(Beau-Rivage Palace)

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

Organic farming that produces organic product lines; spa/wellness coaching, sustaining innovation. The value of the spa industry is that it goes beyond science, offering services that are more holistic, and encompassing the psychological and spiritual aspects of well-being (where the science is less clear). And the spa industry offers experiences that are novel, nurturing and pampering, which is to say that the delivery of the interventions is enjoyable, something we don't get from our other more scientifically validated healing institutions. Existing consumers have started to recognize that the spa can be used not only for aesthetic purposes but also for reducing stress and for complete healing of body and mind.

The spa will most likely pursue medicine. Whereas the spa used to be for achieving superficial beauty, which evolved to healing, the future may bring more medicine into the industry.

As the core word of hotel, hospital, and hospitality (ho from homo sapiens) suggests, the hotel is related to the hospital. As in the case of medical spa, the hotel will bring in items from the hospital, and simultaneously, hospitals will look for ideas from the hotel when it comes to offering hospitality to clients. In this type of relationship, the spa would play an integral role in offering unprecedented value to guests. While the spa may gain help from medicine in developing treatments, hospitals may look to spas for ideas about offering comfort to guests.

I can well imagine the development of natural medicine centers side by side with a relaxing spa.

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

The economy: people having enough money to spend at Spas Worldwide Economic conditions have been a huge challenge.

The product innovation that the spa industry needs is not a new lotion or cream, it's not a new piece of equipment, and it's not a new kind of spa treatment. The technology of the spa industry is about enhancing human well-being. And since the spa industry sets itself apart from other healing institutions in our society by having a holistic approach (i.e., one that considers mental and spiritual well-being in addition to physical well-being) it makes sense that we would use the science of psychology to drive this innovation.

Strengthening its approach towards children and seniors; offering customized service and treatments to spa guests; enlightening Spa guests about total detoxification.

People today have a real need for relaxation, but the image quality of the spa can be depreciated by the multiplicity of the forms on offer. The quality and professionalism of the teams and brands must go further, not moving towards the holistic side, but by listening to our customers' expectations.

“The global spa and wellness industry is a large scale and growing integrated industry cluster. Given that the industry is multidimensional and holistic, integrating physical, mental, spiritual, and social approaches, it is paramount that it adopt sustainability-management systems and policies that protect the natural and cultural heritage of the destinations being served while contributing to localized economic development. Taking this approach will help to ensure continued and sustainable growth in the global spa and wellness industry.” Brian Mullis, President & CEO Sustainable Travel International.

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

Inspirational seminars in the workplace; team-building; making employees feel as though they contribute to the greater good. Must permit funds, materials, facilities and time to develop, be imaginative. Innovation comes from a single individual who has the power and authority to make his vision a reality in spite of what the majority thinks.

Innovation comes from groups of passionate people who have a platform to share information, combine ideas, test innovations and learn from each other's failures and successes.

In Japan, there used to be no high-end resort market when The Windsor Hotel TOYA first opened, but the hotel has made it a point to continue suggesting to guests a new lifestyle. By doing so, we now have guests who appreciate staying in high-end resort hotels and thus have created a new market.

Increasing internet technology has made it easy for consumers to purchase anything online, and there is now diversity in what consumers place value on. But what wins the customers in the end is the way a business shows its sincerity by having a philosophy behind its products. In the end, more than the product itself, the concept or philosophy of the product is what wins the customer.

Professionalizing the profession at all levels: managers, assistants, employees, even cleaners.

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