

THE AMERICAS: UNITED STATES

1. What is the latest spa and wellness news in your country?

Small hot springs resorts are an emerging market, especially when coupled with outdoor recreational activities; we are fortunate to have both in the Rocky Mountain Region.

2. The industry is buzzing about wellness technologies. How do you see spa and wellness establishments in your country using wellness technologies now and in the future?

Wellness technologies will be used in smaller scale operations in intimate settings, blending in with nature.

3. What is happening in your country in terms of wellness tourism?

The Rocky Mountain Region has been known as a “wellness region” and Colorado in itself is in the top percentile of “healthy habits and healthy people.” Our great outdoors fosters that type of lifestyle, and it could be greatly enhanced with the addition of small spas and hot springs resorts.

4. Please provide one sentence that best describes the latest developments in your country for each of these categories:

Hotel spas: The ones I know of are all fairly high-end and only cater to the wealthier segment

Hot springs spas: This is a market area that is growing in popularity and I think hot springs will become a year round attraction where the landscape/design plays an important part. Just tubs or pools alone are no longer the attraction, but the overall design and layout, bridges, waterfalls, coves and privacy are playing a more important role.

Corporate or employee wellness programs: Our new health insurance regulations have made employers start considering supporting a healthier lifestyle for their employees, and I see signs of support for the employee's general well being and stress level reduction.

5. Fast forward five years and tell us what you think the spa and wellness industry in your country will look like.

I would love to see a larger offering of wellness and fitness centers that cater to the less wealthy populace but offer the same services, amenities and beauty- at a more affordable price.

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