



Industry Briefing Papers 2016

NORTH AMERICA: UNITED STATES

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Athleisure, juicing, wearables, healthy restaurant concepts, meditation + mindfulness, and transformational boutique fitness brands.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Growth of the franchise low cost express mini spas in airports, malls, and suburbs has made spa experiences accessible and "everyday" exposing the industry to a wider market.

Beauty:

Innovation centers on high tech beauty devices, highly active products and peels, and hair color for home self-care so that consumers everywhere have access to transformative beauty regimes.

Fitness:

The fitness industry growth occurred in the boutique fitness studio sector, but this sector now finds itself immersed in a digital middleman economy and in 2016, is in the midst of massive disruption.

Nutrition:

Food is nutrition. But today, healthy food is also delicious, sexy, accessible, and fashionable. Vegan, vegetarian, healthy recipes are now inventive and highly publicized--as sexy as yesterday's fancy French cuisine. Well food is in high growth mode—being distributed via the new healthy restaurant concepts, Juicing, and home delivery brands. There is really no excuse anymore.

Wellness Communities or Real Estate:

The demand for wellbeing living is accelerating and developers are all seeking to infuse wellness into hospitality and residential living projects. We are seeing this as an enormous growth avenue for exhale.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Boutique fitness

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Less than 20% of the US population is flourishing. The rest are just getting by, living lives of over stimulation, under nourished, multi-tasking, digital addiction, and physical illness. We are still in the dark ages with respect to the cultural mindset and value that is placed on mindfulness, family, time, relaxation, connection, and positive emotion. I think back to when cigarette smoking was fashionable and ever-present in offices, trains, cars, and restaurants. How can we shift the cultural value set so that it is fashionable to be present, mindful, grateful, and connect socially? Until we can shift this paradigm we will continue to boast epidemic obesity, illness, and unhappiness.

5. While no answers are right or wrong, we would like to know what you feel is the difference – if any – between the terms/concepts of “wellness” and “well-being” in your country.

I have always associated the concept of wellness with preventative medicine, and medical or prescriptive approaches to addressing health issues. I have associated wellbeing with the state or benefit derived from a well lifestyle.

It may be that the two terms are beginning to blend and are interchangeable.

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