



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?

Epigenetics research is making its way into mainstream media. We now know that factors such as chemical exposure, sleep, nutrition, activity, stress, relationships, and perspective modify the epigenome. Understanding that making good decisions in these areas will result in positive gene expression, not just in our lifetime but for our future generations is hugely motivating.

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:

BodyMind treatments incorporating meditation into hands-on therapies in the spa environment are growing in popularity.

Beauty:

Consumers are starting to focus on transforming their internal environment through shifts in perspective. Joy manifests as radiance.

Fitness:

Fitness is becoming much more inclusive and attracting people interested in play and bonding rather than just a toned body.

Nutrition:

As our soils are rapidly becoming nutritionally void we will look towards sources of transdermal nutrition.

Wellness Tourism:

Travellers are ranking access to a variety of activities and fresh, healthy food as the highest priority when booking destinations.

Wellness Communities or Real Estate:

Commercial wellness developments are popping up all over the country. Consumers are voting with their dollars and choosing to spend significant time and money with like-minded people.

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?

Scroll through your Facebook or Instagram feed and you will find dozens of pictures of tasty acai bowls, stunning hikes, vigorous mud runs, and enviable spa days. Americans can be very competitive and even narcissistic at times. These seemingly negative traits have actually created a positive change as a whole as each user tries to top the next with how “well” they can be today. The advent of the “selfie movement” has absolutely helped to drive the wellness industry. The health and wellness industry ranks among the top 5 users of social media because this technology has proven quite effective in engaging users.

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

Education is our biggest challenge in growing the wellness economy. The industry is growing rapidly with increased consumer demand but the number of qualified wellness providers is not increasing at the same rate. We need more distribution channels for authentic therapy training and a central regulating and certifying body to help consumers navigate the marketplace. The quality of the experience must be there for the client to receive a result but they often don’t know the right questions to ask when selecting a provider. A certification would help consumers locate these science-based programs.

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.

Well-being is a state and can be used to refer to a collective group. Wellness is an approach and implies active engagement.

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