



# 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?**

Digital Detox is now a \$150M market inside of the \$14B wellness industry and people are spending top dollar to have experience-based services that allow them to unplug.

### **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?**

In the U.S. I think our most important contribution is nutrition, gut biome research, and food-based health.

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

Opulence and affluence. Too much of wellness is too expensive and traded too much as a luxury. More accessible, more affordable, more reliable outlets need to be available.

### **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.**

Wellness has become a generic term that rolls up corporate plans and personal routines into one large category. Well-Being seems to operate on a deeply personal and intuitive level where sense of self, self-care, happiness, laughter, and good relationships all contribute to the outcome.

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