

GLOBAL WELLNESS & SPA TRENDS



World Halotherapy Symposium 2019

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Wynne Business





Global Spa Market Today

Approximately
149k spas
worldwide

Revenues of
\$US93b

Global
Employment
2.6 million

Growth of
9.9%/yr since
2014



The Evolution of Wellness



GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources. Source: Global Wellness Institute.

What is Spa?



*“Places devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.”**



* Courtesy ISPA

Guest Expectations of Spa



- I am entering a perfect world, where I will experience a total escape from the stress of reality
- Everyone I encounter will be experts; they'll be respectful, discreet and highly professional
- I will emerge transformed, glowing, renewed and relaxed



* Courtesy ISPA

Shoe Spas



SHOE SPA
Your Old New Shoe


SHOE SPA



Car Spas



Pet Spas



Wellness & Spa Trends



- Design & Amenities
- Treatments
- Client Experience
- Technology
- The Impact of Wellness
- Business Models

Spa Design & Amenities



Incorporating Nature





Spa Cafes





Spa & Juice Bar

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Time to Revive & Shine.

Join us for organic juices & smoothies, massage, waxing, skin care & facials.

Family-Friendly





Kinderparadies

Ellmauhof
FAMILIENRESORT

*****SUPERIOR



DAS FERIENGUT

FAMILY RESORT

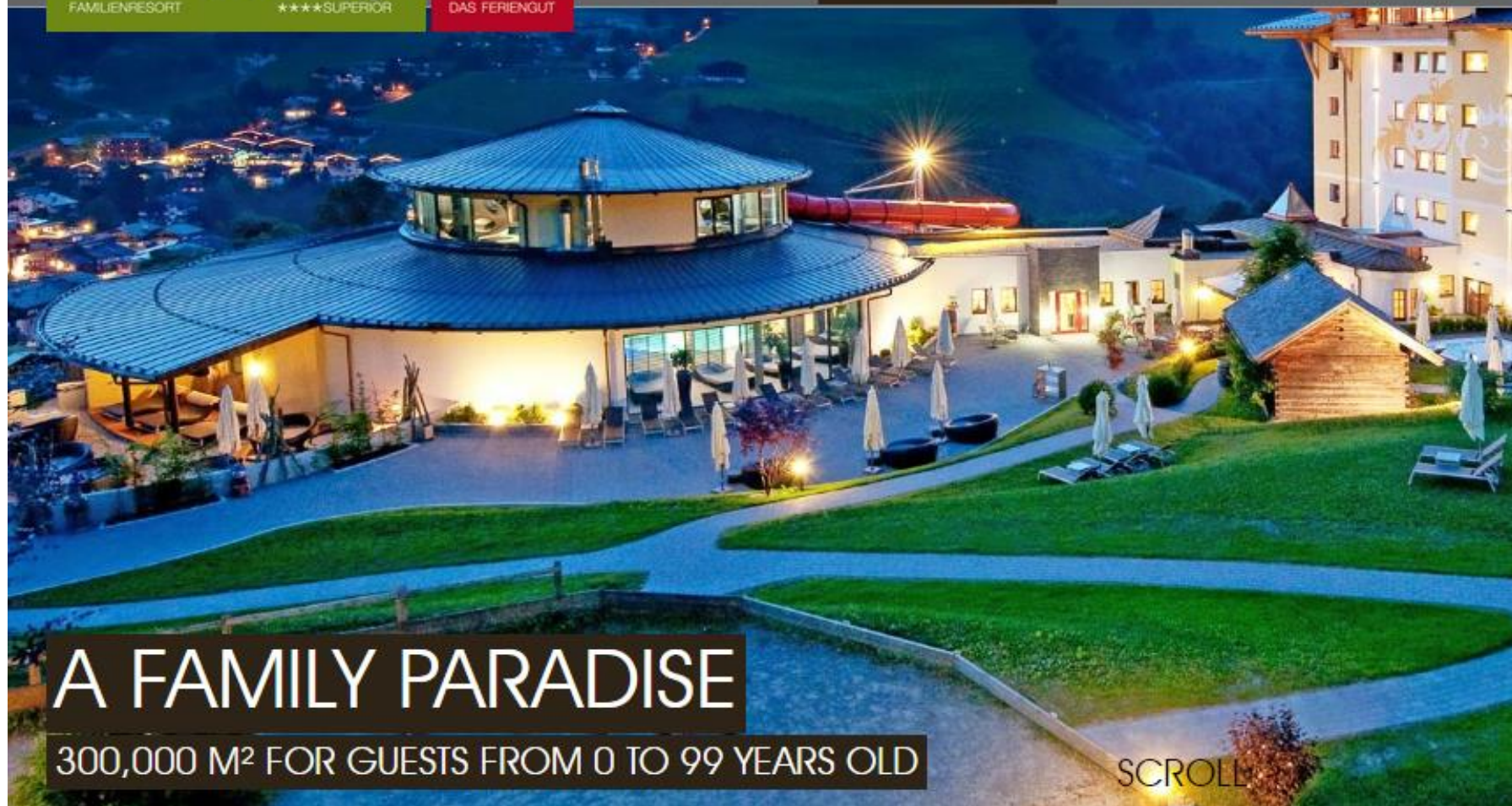
WELLNESS

RIDING HOLIDAYS

A FAMILY PARADISE

300,000 M² FOR GUESTS FROM 0 TO 99 YEARS OLD

SCROLL



Social Spa-ing



Global Wellness Day



**5000 activities in
130 Countries**



Treatments





Beyond Medical Spa



Revisiting Ancient Systems



Authenticity and Locality



Sojo Spa Club, NY



Face Haus





Halo FX Mobile™



Client Experience



Self-Help Amenities



Product Customization



saltability™


TOUCHAMERICA
EVOLVING THE SPA EXPERIENCE

HIMALAYAN

SOURCE





Somadome Meditation Pods



- 20 minute sessions with light therapy, binaural beats, and Biosyntonie



Cryotherapy



Selling Meditation



INSCAPE

Guided Meditation Device

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Technology Enhanced Meditation

Muse translates your mental activity into the guiding sounds of weather to help you find focused calm. Busy mind? Stormy weather. Calm mind? Peaceful weather.





Virtual Reality

GUIDED VR

HEALTH & WELLNESS APPLICATIONS

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Move over Science Fiction, as we explore the details behind the practical use of virtual reality in spas and salons!

Are Virtual Reality Spa Treatments Popular?



[Skin Inc.](#), the leading business magazine for spas and salons, explored the emerging use of virtual reality spa treatments in their September 2018 issue.

Within this cover story they delved into the history of virtual reality for wellness, the recent innovation of spa-specific software, they explore ways spas are using virtual reality, and gain feedback from those who've implemented this technology in their business.

The Guided VR team was interviewed to share what we've learned in our journey in creating the world's first VR wellness platform within the industry. What began as a way to help people escape the stress of their days aligned naturally to the goals of salons. This shared wellness mission is at the core of what we all do.

Personalized Music



Business Models



Spa + Teahouse



Float Spas



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Breathe Well ~ Look Well ~ Feel Well

Infrared Sauna



One-Stop Shopping





Memberships





Chickapea

EARTH GROUP



Franchises





Events



3DEN



The Third Place



The Impact of Wellness



Wellness Living



Wellness Architecture



WORLD
GREEN
BUILDING
COUNCIL



Wellness in Hospitality



Stay Well by Delos





The Dreamery

BY Casper

Sleep



- Sleep tracking
- Dual zone temperature
- Smart alarm
- Smart home integration



Walk-up Beauty



Global Wellness & Spa Trends



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