

Spas Get Personal

**Wellness trend embraces
customized solutions**



As more resorts look to introduce, expand, or refine their wellness offerings, one of the rabbits clients ask us, as their consultant, to pull out of our hat is a market-driven, distinctive wellness solution.

Several likely explanations for this interest include the aging population demonstrating increased interest in a broader variety of proactive wellness options and an increased focus on distinguishing a property from its competitors. Today there are roughly 15,000 spas in North America, so just adding a traditional spa isn't enough to stand out in most markets.

Upscale consumers are gravitating toward services, products, and programming tailored to their personal needs or interests. Perhaps as a backlash to mass marketing and declining trust in traditional authorities, a significant consumer segment seeks out bespoke products and services. At the same time, demand has increased for demonstrable results. These trends have sparked our interest in the following innovative concepts.

Personalized Supplements

A new line of nutritional supplements is tailored to each individual's needs based on metabolic testing. While most off-the-shelf multivitamins contain less than 20 ingredients, these custom formulations are a blend of up to 50 pharmaceutical-grade vitamins, chelated minerals, amino acids and phytonutrients. One of the more compelling notions behind this line's concept is that, instead of carrying an extensive inventory of supplements

and facing the challenge of training retail staff to be fluent in supplements, a resort need only carry the test kits. The spa guest submits the test kit to the lab in an enclosed, pre-paid package. After the sample is analyzed, guests receive the results including a detailed recommendation for a custom supplement regimen along with their first month's supply and instructions for future orders. This structure provides resorts with an ongoing revenue stream through commissions on each subsequent reorder of supplements — great for the consumer, great for the resort.

Personalized Health

While many are familiar with the impressive offerings of Canyon Ranch, there are other groups offering very compelling personalized health services, including WellMax and Pritikin. WellMax offers an intensive, state-of-the-art, executive-level wellness screening. The guest receives a complete report describing the current state of his/her health. In most instances, this process reveals issues that, although not currently symptomatic, are candidates for future complications. Pritikin, long associated with its pioneering role in weight loss and health improvement, has established a unique and integrative treatment regime, drawing links between diet, exercise and disease.

Personalized Fitness

Obvious solutions for fitness offerings include personal training or skill-specific and sports-specific training. Although more of a private experience than a truly personalized experience, several programs offer various yoga videos and at least one of these, CorePower Yoga, allows resorts to offer classes on dedicated cable channels, so guests have the option of "taking" a yoga class in the privacy and comfort of their rooms.

In evaluating these concepts and the myriad other options on the market, it's critical to have a clear understanding of your particular market to help you find the right fit. While the range of options can be daunting, the good news is that these options allow you to offer more personalized wellness solutions that fit most demographics and suit a wide range of price points. **R+R**



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