

TRILOGY

Spa Holdings

Spas, Health & Fitness

Addressing the Wellness Needs of Business Travelers

By David Stoup, Chairman, Trilogy Spa Holdings, LLC



Mr. Stoup

We are in the Age of Wellness. The archaic cultures of waste and over-consumption, have given way to a healthier and more holistic mainstream ideology. Corporate social responsibility, sustainability, going-green, and locally grown are just a few phrases that define this era. Virtually every business sector has taken a stance on wellness including automotive, finance and energy. Finally tourism has joined this growing trend.

The growing popularity of wellness tourism can be directly attributed to the unhealthy nature of business travel. A study from Columbia University in 2011, found poor self-rated health, obesity, and other ailments are associated with extensive business travel are at the root of our compromised healthcare system. Spa destinations are increasingly recognizing the unhealthy trends of travel and administering certain wellness platforms, programs, and services in order to counter them. At Trilogy, we have made a distinct focus on bringing these wellness programs to the forefront of our offerings. This applies to virtually all of the spa brands we operate.

Well & Being is an integrated spa and wellness brand. Well & Being defines wellness as an active, ever evolving journey providing consumers with the tools to make personalized and insightful choices resulting in a happy/health-filled life. We do our working utilizing five pillars from which wellness can be achieved: Spa & Beauty, Fitness, Nutrition, Personal Improvement and Healing Therapies. While each pillar delivers wellness differently, collectively the pillars create a synergistic and comprehensive approach to create healthy lifestyles. Well & Being Spa's flagship location at the CAA/AAA Five Diamond Fairmont Scottsdale Princess in Arizona is a center for fitness, nutrition, and spa. The influence of wellness within the brand ultimately promotes guests to elevate their spa experience.

Well & Being Spa addresses the wellness needs of business travelers with a range of offerings including nutrition classes wellness, acupuncture, and even instructional videos on "hotel-room workouts" embedded in social media channels. For instance, "#WellnessWednesday" promotes a healthier lifestyle through Twitter and Facebook, allowing travelers to connect, tag, and share their online versions of personal wellness. Tips on nutrition, exercise functionality, and other health benefits engage social media users, creating a network of wellness and a constant dialogue promoting wellness online. The popularity of this social media campaign further demonstrates the growing community of wellness activists and a larger group of potential wellness seekers.

Similarly, the Guerlain Spa in the Towers of the Waldorf Astoria in New York caters to business travelers by offering specific treatments to relieve the body of travel stress. A leader in the beauty industry, Guerlain's cutting-edge skincare products are paired with impeccable spa services. Microdermabrasion, Micro-Current Lift, and special toning and smoothing treatments are part of an array of unorthodox yet transforming spa offers for those seeking a refresh of wellness during periods of business travel. While wellness is typically associated with health, nutrition, and exercise, these skincare treatments provide "topical" wellness with undeniable results.

Defining wellness is difficult, as there is no universally accepted definition. The World Health Organization (WHO) defines "health" as a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. While this definition of "health" has not been amended since its 1946's introduction, today "health" and "wellness" are essentially synonymous to the general public. Dr. Travis, who created the Wellness Resource Center in 1975 outlines wellness in two paradigms, reactive and proactive, the latter occurring when individuals responsibly improve health and prevent illness by integrating healthy lifestyle choices into their daily decisions.

Since wellness is a chosen lifestyle, reinforcing healthy living among business travelers is the goal of group wellness. Wellness in a conference setting has proven to drive productivity during meetings and create a unique cohesion within the group. Well & Being provides healthy cuisines, meditation instruction, wellness speakers, or even laughing yoga sessions to allow participants a chance to regroup and reflect mid-seminar. Additionally, the Guerlain Spa can even provide massage therapists offering hand or shoulder massages to ease members during longer meetings. We have received extremely positive feedback from groups who implemented wellness into their conferences, regardless of the topic of discussion, length of seminar, or type of attendee.

Because wellness is an unfamiliar concept for most business travelers, defining wellness remains crucial for its universal adoption. Although a modern definition of wellness remains ambiguous, the wellness movement has been well documented. Independent of spa, the emergence of wellness is a popular topic from an international standpoint. Wellness was a common theme at the 2014 World Economic Forum in Davos, Switzerland earlier this year. A total of 25 speaking sessions focused on wellness and preventative health

Economic Forum in Davos, Switzerland earlier this year. A total of 25 speaking sessions focused on wellness and preventative health topics, doubling the amount from 2008. The 2013 Global Wellness Tourism Economy Report commissioned by the Global Wellness Institute (GWI), was the first to study wellness tourism calling it “one of the fastest-growing global tourism segments.” According to the study, wellness tourism is a \$439-billion market and will grow to \$678.5 billion by 2017. Wellness tourism accounts for nearly 14% of all domestic and international tourism expenditures. In the US in 2012, there were as many as 160 million spa visits, accounting for a record high \$14 billion in revenues.

With the growing interest in spa visits for leisure and business reasons, Well & Being takes a fully integrative approach to wellness with its Intentional Living program. Members have full access to the spa facilities, exercise classes, wellness talks, and nutrition/fitness consultations. The Intentional Living program combines professional advice, personal responsibility, and a network of like-minded members willing to positively change their own lifestyles. Intentional Living is led by Well & Being Medical Director Tieraona Low Dog, MD. Dr. Low Dog is also the Fellowship Director for the University of Arizona Center for Integrative Medicine and has appeared on CNN, Dr. Oz, E!, and ABC’s 20/20. She is a frequent guest on NPR’s The People’s Pharmacy and has over 30 publications on health, nutrition, and wellness. Her leadership and professional guidance is invaluable and her presence within Intentional Living allows members to dive deep into their own personal wellness journey.

Within the modern 44,000 square foot wellness center, Well & Being Spa boasts technological trends such as the BodPod. By using Air Displacement Plethysmography (ADP), the BodPod is the “gold standard” in measuring body mass and composition. Once a BodPod assessment is taken, a nutritionist or exercise physiologist can better personalize a specific wellness plan and provide guidelines to simplify the wellness process. In addition to technology, innovative exercise classes empower guest to push through their own comfort zones utilizing programs like Hanging Yoga or Surfset, where attendees balance on core-pumping surfboards. Classes also include special yoga sessions, mat Pilates, meditation, traditional spin and water aerobics, as well as the popular CrossFit classes or TRX Fusion which was developed by Navy Seals. With cutting-edge technology, a diverse range of exercise offerings provided, and a collection of experienced and supportive staff members, Well & Being creates an unparalleled wellness environment for Intentional Living members or daily spa guests alike.

The Guerlain Spa offers a 14,000 sq. ft. French-inspired oasis amid the sweeping backdrop of Park Avenue in Manhattan. Our fitness experts can join a business meeting to conduct short, fifteen-minute feel-good energizers from focus breakout sessions to stress relievers. In addition spa also has the ability to provide groups with a selection of inspiring and motivational speakers on the topics of optimal health and wellness. Groups can choose from a variety of traditional Guerlain Spa classes to start or end the day such as Pilates, yoga, boot camp, morning power walks and meditation/breathing training. The Guerlain Spa also provides HOCK artisanal fitness products for rent, including dumbbells, jump ropes and toning weights that take a group workout to an entirely new, more enjoyable level. A qualitative benefit of group wellness is the cohesiveness and camaraderie built between what otherwise might be a scattered group of business associates. Group unity is invaluable during a conference and incorporating wellness can create a bond that extends beyond closing words from the final speaker. A group wellness offering creates a unique setting for members who are usually expecting a traditional, rather routine conference.

As wellness further permeates into mainstream tourism, Trilogy Spa Holdings intends to continue its leadership position, understanding the needs and wants of the modern-day spa guest. Our wellness brands such as Well & Being will continue to anticipate the needs of guests with innovation and specialization, positively pushing wellness as a common lifestyle choice. Additionally, the knowledge and practice of wellness is an ever-increasing need for the business travelers. Trilogy’s intention is to redefine what a spa experience is and to accommodate guests while they are away from home. By meeting the escalating demand for more tangible wellness programs within hotel settings, we want to lead the spa industry into the age of wellness. The combination of cutting-edge spa designs, modern fitness classes, and industry-leading wellness professionals will take wellness to the next level. The programming we have and will continue to develop is a testament to the current spa and business lifestyle landscape, providing an answer to the needs of the ever-evolving business traveler.

David Stoup, Chairman of Trilogy Spa Holdings has both founded and re-invented consumer product companies throughout his thirty plus years in the beauty business. Mr. Stoup’s prior experience includes his current position as Co-Chairman/CEO of Weil Lifestyle, LLC, as well as co-founding La Prairie, Inc., Phillip Kingsley Products, Inc., Colours & Scents and Perry Ellis Shoes, all of which were sold to strategic buyers.



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