

Chapter 4 Outline

- Understanding Trends
 - Know What the Customer Knows
 - Talk Less, Listen More
- Key Market Trends
 - Staffing
 - Standards
 - Competition in the Marketplace
- Social Trends
 - General Population Trends
 - Attitudes/Habits by Generation
 - Men
 - Social Spa Visits/Groups
 - Healthy Lifestyle
 - Loneliness
 - Body Image
 - Techno-Stress
- Market Trends
 - Mini-Mass Markets
 - Medical Treatments and Spas
 - Residential Spas
 - Spa on Vacation
 - At-Home Spas
 - Mobile Spas
 - Corporate Wellness
- Technology Trends
 - Revenue Management
 - Centralized Call Centers
 - Check-in Kiosks
 - Treatment Room Computers
 - Music
 - Cross-Selling
 - High-Tech Equipment
 - Spa Design
 - The Internet
 - Social Networking
- Treatment Trends
 - Customization
 - Authenticity
 - Indigenous Treatments
- Industry Trends
 - Ownership Structure
 - Investors
 - Mergers and Cross-Marketing
- Environmental Trends
 - Triple Bottom Line
 - Sustainable Spas
 - Local Food
- Developing a Future Orientation
 - Managing the Future

Competencies

1. Explain how key market and social trends affect the spa world. (pp. 113–132)
2. List emerging markets and trends that are likely to affect the future of the spa world. (pp. 132–141)
3. Describe technology and treatment trends that are changing how spas do business. (pp. 141–155)
4. Explain the ways in which ownership structure, investor interest, and mergers are affecting the spa world. (pp. 155–157)
5. Describe how spas are changing the way they operate to ensure future sustainability and environmental responsibility. (pp. 157–165)
6. Explain how developing a future orientation can help spa professionals manage change and prepare for the future. (pp. 165–166)