



SNAPSHOT SURVEY RESULTS REPORT

Year in Review

DECEMBER 2018





Year in Review

ISPA Snapshot Survey | December 2018

Monthly Snapshot Surveys provide ISPA members with a valuable look into the current state and trends of the spa industry and helps identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The December Snapshot Survey provides a "year in review" at a glance.

Respondents this month were asked some of their favorite things from 2018, including favorite company marketing resources, books they read, new spa products, tech gadget or mobile app they used, changes their company made, and keynote or presentations they watched or attended.

Some of the most common responses for favorite books read in 2018 include *Becoming* by Michelle Obama, *Big Potential* by Shawn Achor, *Dare to Lead* by Brené Brown and *The Four Agreements* by Don Miguel Ruiz. Popular spa products included Anda by Kerstin Florian, Circadia, FarmHouse Fresh and Well CBD products. Mobile apps that were popular among respondents include Audible, Calm, Marco Polo and Waze.

ISPA Conference & Expo speakers were popular names when respondents were asked about their favorite keynote, TED Talk or presentation they watched or attended. These include Brené Brown, Daymond John, Sally Hogshead, Shawn Achor and Simon Sinek. Other popular names mentioned were Gary Vaynerchuk and Michelle Obama.

Several responses when asked about favorite new changes their company made included culture-focused items. These include successful new hires, focusing on accountability of team members, incorporating mindfulness and gratitude into meetings and more.










The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, December 7, 2018 to Friday, December 14, 2018. During this time, 208 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas).

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ALL MEMBERS

Please identify how your company's use of the following marketing channels changed in 2018 when compared to the previous year. Respondents who did not use any of the following were asked to skip the respective inquiry.










ALL RESPONDENTS

	SIGNIFICANTLY DECREASED	SOMEWHAT DECREASED	STAYED THE SAME	SOMEWHAT INCREASED	SIGNIFICANTLY INCREASED
 DIGITAL ONLINE ADS	3%	2%	44%	32%	19%
 DIRECT MAIL	21%	9%	54%	16%	0%
 EMAIL	3%	3%	45%	38%	11%
 PRINT ADS	16%	11%	47%	22%	5%
 FACEBOOK	2%	5%	29%	37%	27%
 INSTAGRAM	2%	3%	30%	35%	31%
 PINTEREST	10%	4%	65%	14%	7%
 TWITTER	7%	2%	73%	14%	4%
 SNAPCHAT	9%	1%	79%	8%	3%










ALL SPAS

	SIGNIFICANTLY DECREASED	SOMEWHAT DECREASED	STAYED THE SAME	SOMEWHAT INCREASED	SIGNIFICANTLY INCREASED
 DIGITAL ONLINE ADS	3%	1%	44%	34%	17%
 DIRECT MAIL	21%	11%	52%	16%	0%
 EMAIL	4%	4%	44%	42%	6%
 PRINT ADS	17%	10%	48%	20%	6%
 FACEBOOK	2%	4%	32%	32%	29%
 INSTAGRAM	1%	1%	30%	36%	32%
 PINTEREST	8%	3%	70%	13%	7%
 TWITTER	4%	3%	76%	14%	4%
 SNAPCHAT	7%	1%	82%	7%	3%










DAY SPAS

	SIGNIFICANTLY DECREASED	SOMEWHAT DECREASED	STAYED THE SAME	SOMEWHAT INCREASED	SIGNIFICANTLY INCREASED
 DIGITAL ONLINE ADS	0%	0%	19%	56%	25%
 DIRECT MAIL	21%	21%	43%	14%	0%
 EMAIL	6%	6%	41%	47%	0%
 PRINT ADS	22%	17%	44%	17%	0%
 FACEBOOK	0%	12%	24%	24%	41%
 INSTAGRAM	0%	0%	19%	31%	50%
 PINTEREST	0%	8%	58%	17%	17%
 TWITTER	0%	8%	69%	8%	15%
 SNAPCHAT	0%	0%	75%	17%	8%

RESORT/HOTEL SPAS

	SIGNIFICANTLY DECREASED	SOMEWHAT DECREASED	STAYED THE SAME	SOMEWHAT INCREASED	SIGNIFICANTLY INCREASED
 DIGITAL ONLINE ADS	6%	0%	49%	35%	11%
 DIRECT MAIL	20%	6%	58%	16%	0%
 EMAIL	5%	2%	48%	37%	8%
 PRINT ADS	11%	9%	50%	22%	7%
 FACEBOOK	2%	2%	35%	40%	22%
 INSTAGRAM	2%	0%	32%	43%	23%
 PINTEREST	6%	2%	77%	11%	4%
 TWITTER	4%	2%	80%	12%	2%
 SNAPCHAT	7%	2%	86%	5%	0%

RESOURCE PARTNERS

	SIGNIFICANTLY DECREASED	SOMEWHAT DECREASED	STAYED THE SAME	SOMEWHAT INCREASED	SIGNIFICANTLY INCREASED
 DIGITAL ONLINE ADS	3%	5%	43%	28%	23%
 DIRECT MAIL	21%	5%	58%	16%	0%
 EMAIL	0%	2%	48%	30%	21%
 PRINT ADS	15%	13%	44%	26%	3%
 FACEBOOK	2%	7%	23%	48%	21%
 INSTAGRAM	2%	7%	31%	31%	29%
 PINTEREST	13%	8%	55%	16%	8%
 TWITTER	13%	0%	67%	15%	5%
 SNAPCHAT	15%	0%	71%	12%	3%

Respondents were asked to share their "favorites" for 2018 with their ISPA peers for the following categories. A sampling of responses can be found below.

Favorite new marketing resource used by their company in 2018.

- App
- Boosting posts on Facebook. It's inexpensive and increases our reach quite a bit.
- Collaborations with other influencers.
- Coupons to our additional resort properties and resort wide groups.
- Customized videos
- Digital Ads on TV monitor
- Facebook ads
- Facebook (5)
- Facebook Live stories
- Fredrick (part of Booker software)
- Hotel website promotions
- Hubspot (2)
- I would say Radio works very well for us.
- In-house marketing with posters and signs.
- Indeed
- Instagram (7)
- It's old - but word of mouth is still the best.
- Local outreach
- Not new but increased usage of LinkedIn.
- Our own in-house digital marketing experts.
- Open house partners
- Print Ads
- Pulse
- Snapchat
- Social Media (2)
- The GDPR created our email list to be reevaluated but I still prefer emailing to guests who want emails.
- The only new thing we added this year was television ads. I'm happy with the results but not sure if we'll run them again in the new year.
- Trade shows and follow up.
- Travel Zoo has worked very well for us in 2018.
- Using Resort Pass for Spa Day Access.
- Utilizing hotel key card inserts for marketing specials.
- Video
- We are in the process of creating much more video content to push through our website and provide more assets to our distribution partners.

- We have TV screens in every elevator identifying all of the spa and hotel amenities as well as other activities that are available.
- We reached 10,000 followers and implemented the swipe up feature for promotions. We also created a brand ambassador program with local influencers to gain more quality postings to a diverse following.
- We really took to Sirius Radio for marketing as well as local radio.
- We seem to be getting a lot of response from our last-minute deals to our local through email.
- We started using a company to write and create all our social media this year.
- We went live with a fully functional CRM, a world of difference in our ability to communicate professionally.
- WeChat for China
- We're enjoying cobranding opportunities with other leaders in the field.
- Working with a New York-based PR firm.
- YouTube tutorial. Targeted Facebook with call to action. We did a lot of outreach this year with local groups.

Favorite book they read:

- 9 Perfect Strangers
- A New Earth by Eckhart Tolle
- Anxious for Nothing by Max Lucado
- Any Phillipa Gregory book.
- Becoming a Supple Leopard
- Becoming by Michele Obama (7)
- Big Potential by Shawn Achor (2)
- Bossypants by Tina Fey
- Call Me by Your Name
- Codependent No More. Excellent read for anyone dealing with making hard choices in their life.
- Conscious Capitalism by John Mackey
- Dare to Lead by Brene Brown (5)
- Drive by Daniel Pink
- Frenemies
- From OM to AMEN
- Girl with the Dragon Tattoo
- Girl, Wash Your Face by Rachel Hollis
- How Women Rise by Sally Helgesen
- Jesus CEO
- Leaders Eat Last by Simon Sinek
- L'Embaumeur ou l'odieuse confession de Victor Renard - Isabelle Duquesnoy (not translated yet)
- Man's Rise to Civilization as Shown by the Indians of North America From Primeval Times to the Coming of the Industrial State by Peter Farb
- Origins
- Radiant Shimmering Light
- Retail Management for Spas
- Rise and Grind
- Rise and Grind by Daymond John
- Sapiens: A Brief History of Humankind by Harari, Yuval Noah
- Spa Pushing Limits- Keeps me motivated and I love the Spa Tribe!
- Spa Revenue Management
- Storybrand
- Strengths Based Leadership by Tom Rath
- Super Woman
- Supernatural by Dr Dispenza
- Surrounded by Geniuses by Dr. Alan Gregerman
- The 7 Habits of Highly Effective People

- The Blue Zones Solution
- The Circle
- The Couple Next Door
- The Discovery of Witches
- The Energy Bus by Jon Gordon, Ken Blanchard
- The Fallen by David Baldacci
- The Four Agreements (2)
- The Four Tendencies by Gretchen Rubin
- The Gift of Imperfection
- The Happiness Advantage by Shawn Achor
- The Longevity Diet by Valter Longo
- The Lotus Born: The Life Story of Padmasambhava by Yeshe Tsogyal

- The Power by Naomi Alderman
- The Road Less Stupid by Keith Cunningham
- The Six Pillars of Self Esteem
- The Speed of Trust by Stephen MR Covey
- The Untethered Soul by Michael A. Singer
- The Wisdom of Wolves
- Under Mind by Tanya Chernova
- When by Daniel Pink
- Why Buddhism is True by Robert Wright
- You are a Badass by Jen Sincero. It's to the point, easy to read, funny and filled with a lot of great points to ponder!

Favorite new spa product:

- Ambre blends and Dazzle Dry
- Ambre Skin Tonic
- Anda by Kerstin Florian (2)
- Argan Face Oil, Santa Barbara Grapeseed Co.
- Babor Lifting RX products
- Bodhi+Sol, really enjoy the customization of the products
- Body Palp
- CBD (3)
- CBD Essentials Massage Cream
- CBD massage creme
- Circadia (2)
- Circadia, HydraFacial Vital Defense Booster
- Circadia, Vitamin C reversal serum
- Collogel+ masks from Hydropeptide
- Comfort Zone Skin Regimen Cream
- Conscious Coconut! Love the line and use it every day!
- Coola
- Dazzle Dry MEND
- Deep Rub CBD salve
- Eminence Acne Advanced Cleanser
- Eminence hibiscus eye cream
- Eminence Organic Seed oil
- Eminence Wildflower cleansing balm
- Enhance lip treatment by Cosmedix
- Epicuren pumpkin apple spice peel

- European Spa Source Shower Mists
- Farmaesthetics
- FarmHouse Fresh (3)
- Fiore probiotic line
- FOAMING GEL BIOTENSE by Nelly Devuyt
- Freedom Spray
- Heart Grown Wild In The Trees Oil
- Hempfield Botanicals Muscle Recovery
- Hyaluram Cream by Doctor Babor
- Hydrafacial
- HydroPeptide Nordic Detox Mask
- Hyperice
- Hypervolt
- Jurlique has changed my skin significantly
- Kayo is new to me but just started using it and I absolute Love what it does to my skin! Great body line for high altitude.
- Kerstin Florain Hydraulic Serum
- Kneipp Herbal Baths
- Lola's Apothecary sweet lullaby
- Loving Glycelene face and body products!
- LUVANTI Skincare
- Make Up Factory Art of Glow Stick and Circadia Micro Exfoliating Honey cleanser
- Maldives
- Marine Flower Peptide Serum
- Mary's Nutritionals

- McEvoy Ranch
- Muscle Freeze from Mary's Nutritionals. This product has helped everyone in our family... from minor back pain to sprains and strains and especially helping my daughter to recover faster throughout a long and competitive basketball season!
- Muscle Release Oil by Shankara
- Naples Soap Company
- Naturopathica face products
- Neck and decollete serum by Hydropeptide
- OM4Men
- Our new signature Remedy Blend CBD Cremes! We have two varieties: Tranquility and Cooling - both infused with CBD and arnica and they are amazing as an enhancement to a massage and as a retail item!
- Our own Signature Sweet bath!
- P50 From Biologique Recherche, new to me!
- Patchology
- Patchology Sheet Masks
- Pevonia Powet Repair Line
- PSA Skincare
- Rose Bud Woman
- Saltability
- Shankara Muscle Release Oil
- Signature Eye Serum
- Silk pillow cases
- Skin Regimen tea tree booster
- Skin Regmine line by [comfort zone]
- Skinade
- Sonoma Lavendar stuffed pets
- Sorella Mermaid Mask
- Sothys Noctuelle and NO2ctuelle Chrono-distressing sleeping mask
- Supracor Spa cells facial scrubber
- Swiss Line
- TARA CBD pain relief liniment
- Tellie Ties
- The cream mask - Evidens de Beaute
- Thermae Hydrating Masque
- Tim's CBD Body Balm for retail as well as offering CBD massage, facial and nail services with this wonderful product.
- Vagus Nerve Oil
- Vit.C Eye mask from Natura Bisse
- Well CBD Massage Cream
- Well CBD products
- WELL CBD Products
- Wrap Up Robes.

Favorite new tech gadget or mobile app:

- Anything Google with AI
- Apple TV
- Audible (2)
- Blinkist
- Body Bliss Intentional Aromatherapy App
- Bose Earplugs love it for travel
- Breathe
- Calm App (3)
- Caltrans mobile app
- Cam Cards
- Cozi. It's a calendar where our family can combine everyone's schedules.
- DJI Mavic 2 Pro
- Dr. Denis Gross Spectralite FaceWare Pro
- eBay
- Fit bit charge 2
- Forbes Star Coach
- Google Pixel phone
- Headspace: Meditation
- Here meditation app
- Hyperice
- Instagram story
- iPhone
- ISPA App
- Jiyo
- Just started utilizing SpaSofts mobile app and dashboard
- Kipsu

- Launched internal app
- Lightroom
- MacBook Pro
- Marco Polo (2)
- Medallia GSS app
- My fitness pal
- My wellness App (Technogym)
- MyWellness
- NFR 2018
- Noom
- Omnilux LED Face mask
- Pillow app
- Poshmark
- Resy
- Revinate social media comment app
- Spectralite
- Trip it
- Waze (2)
- WhatsApp, Eventbrite, local
- Wireless charger
- Wunderlist App
- Yoga Nidra App
- Zelle
- Zoom Meetings - Video

Favorite change their company made in 2018:

- A new CEO.
- Added a Spa Sales Manager.
- Added CBD products.
- Added complimentary fitness memberships for staff.
- Added new people
- Adding a few new services.
- Adding Ayurveda Services
- Adding CBD to services.
- Being acquired by Hyatt.
- Beyond Trends into Longevities, Legacies and Legends.
- Book4Time
- Building our social media community.
- Cancellation Policy
- Changing a facial line to Biologique Recherche.
- Changing the color scheme of our company.
- Closing the office on Fridays at 2pm
- Corporate Merchandising Agreements
- creating a travel journal keepsake that contains our activities menus.
- Dynamic Pricing
- Electronic associate opinion survey.
- Exhibiting at ISPA
- Expand R&D and Product development into Korea.
- Focus on accountability both individual and team.
- Focus on culture, attracting and retaining top talent.
- Focused on associate engagement.
- Focusing on guest experience technology.
- Going green
- Grew our business

- Growth (2)
- Hired a manager for the spa as opposed to a supervisor.
- Hired a rock star PR firm Called Trent & Company out of NYC.
- Hiring another Massage Therapist.
- I'd like to say there are several continuously improving the property, face lift in the Ivy Kitchen, deck surfacing, nail area coming up.
- Improved staff recognition.
- Increased our social media ad budget.
- In-house marketing.
- Introduce gratitude prayers weekly into our organization.
- Introduced online booking after launching new software.
- Investing in new lounge furniture and pedicure tubs.
- Launched Instagram Page.
- Leadership transitions happened. We are opening a new state-of-the-art kitchen.
- Marketing and Advertising
- Mindful Meetings by Mandarin Oriental
- More money budgeted towards education for our team to keep them motivated.
- More social media
- Moving to a new place and supporting better our sales team.
- New body treatments, change in the way we address and interact with employees & making their needs a high priority.
- New Campus on Hilton Head Island.
- New Hires
- New spa
- New Spa Menu
- New Uniforms from Jaanuu.
- Offering seasonal treatments and incorporating spa treatments with healthy eating and mindful yoga/stretching.
- Online ordering (Finally).
- Our company is growing, and we've added some amazing staff to an already incredible team!
- Promoting the staff authenticity to infuse the guest's experiences with customized service.
- Refreshed our retail product lines and added hemp based products to our treatment enhancements.
- Restaurant Renovation
- Restructure senior leadership team.
- Retail and Menu change. We explored new lines and treatments and went with brands that are in line with our vision and wellness goals for our clients.
- Retail incentive with members receiving spa service.
- So many great things bigger vacation package and discount program.
- Stopped using plastic bottles.
- Strengthen presence in industry related events.
- Updating and simplifying website and brochure.
- We added some great new products that have been in the pipeline for a while.
- We are ever evolving. I am making some strategic scheduling changes.

- We collected donations for Project Warm Up for a month. We then took a field trip as a team and delivered the items to the non-profit that is dedicated to empowering women to return to work through various beauty initiatives as well as personal hygiene and cosmetic donations.
- We have hired a new sales executive and she is doing fantastic!
- We increased commission for therapists to 18% (plus hourly).
- We picked up Jan Marini Skin in July - sales are good, and it's a great fit with our Eminence line.
- We took our entire staff from Independent Contractors to Employees - it was a mountain of a transition but worth it.

Favorite keynote, TED Talk or other presentation they saw, either in person or online this year:

- Al Gore at Summit Los Angeles
- Be a hospitalian by Bobby Stuckey TEDxBoulder
- Beto O'Rourke
- Brene Brown (4)
- Brene Brown on vulnerability. (2)
- Brene Brown, Dare to Lead with Hello Sunshine <http://togetherlive.com/>
- Daymond John at ISPA 2018 (10)
- Deepak Chopra
- Donald Miller
- Frost and Sullivan Medical Device Disrupters
- Gary Vaynerchuk (2)
- Graham Hancock and Rupert Sheldrake.
- How I climbed a 3000ft vertical cliff - without ropes by Alex Honnold
- How languages shape the way we think. - Lera Boroditsky
- I began listening to SKiMM from the Couch
- ISPA conference speakers were all amazing!
- Kryon
- Louis Howes pod cast with David Goggins, very moving and inspiring.
- Michelle Obama (2)
- My yoga instructor's cleanse and detox workshop; included guest speakers on acidity, a shaman, supplements, alkaline water, working together as a community.
- One about helping charged people with bail money and how it decreases unnecessary guilty pleas and coercion.
- Oprah
- Radiolab Podcast- Gonads Series
- Retail Success: 21 Proven Tactics to Increase Sales in Your Retail Store with Kevin Graff
- Sally Hogshead (4)
- Shawn Achor (9)
- Shelly McDougal webinar, Women in Club Management Series
- Simon Sinek (4)

- Skyler Oberst did a TED Talk in Spokane this year about talking to your neighbors.
<https://www.bing.com/videos/search?q=tod+talk+skylor+oberst&view=detail&mid=0368116A84E47ED9BF490368116A84E47ED9BF49&FORM=VIRE>
- Suze Orman
- Tanya Chernova and Carol Phillips
- TED talk - Why we all need to practice emotional first aid by Dr Guy Winch
- Tim Urban - inside the mind of a procrastinator
- Turning Wine in Water by Doc Hendley
- Veronique Toulon @ curacao
- When I take a Risk, Eagle Brook Church pastor Bob Merrit
- YouTube- Tony Robbins Presentation on human needs

Respondents were asked to describe any special activities or events their company does to celebrate the holidays with their employees. A sampling of responses can be found below.

- #31daysofgratitude persona/team challenge.
- 12 days of Giveaways from our vendors over Christmas/New Year's break.
- 12 Weeks of Summer giveaways: every week they provide something fun for us, i.e. food trucks, sunscreen, bags, Holiday party, pies for Thanksgiving, bagels/cupcakes for working safely, Paint and Sip night for employees, potlucks for birthdays or promotions.
- A company Christmas party where significant others are allowed to join the employees. This party includes free food and drinks while singing Christmas carols.
- All hotel/resorts have a holiday party and give each associate a gift card. Which I think is very generous.
- Annual Team Member end of year celebration - It's a formal dinner event with a red carpet, photographers and a DJ.
- Big Gala Celebration with families invited to thank the family as well as the associate for all their hard work throughout the year.
- Breakfast with Santa
- Bring food and goodies into the office
- December All Staff Celebration, Solider Box Packing and Shipping, Mountain Resource Center Kids Holiday Party.
- Department, Departmental and Division holiday gatherings.
- Each office has a holiday celebration combined with a charitable endeavor. This year, the NYC office is donating toys and having a lovely lunch at a terrific Manhattan dining spot.
- Employee Holiday Outing at club property. Includes toys for tots drive, lunch, golf, soccer, volleyball, raffle prizes, cookie contest.
- Family Day for staff to bring the kids
- Gift cards to all employees.
- Gift exchange by via Chance drawings.
- Give them free time.
- Giving thanks
- Half day on Christmas eve with a Bloody Mary bar in the morning.
- Holiday Bingo
- Holiday dinner/party. (31)
- Long winter break between semesters.
- Lunch with games, prizes, gifts. Raises funds/goods for local charities.
- Movie night/Dinner
- New Year's party
- Nothing says I love you more than the holiday bonus.
- Our annual Tree Lighting Ceremony with employees and our community.
- Our company does a Christmas party (dinner/dance) for all company staff and, at the spa, we also do our own get together.
- Our company gives each employee a \$100 gift card.
- Potluck Party
- Potlucks and gift exchange.
- Progressive dinner party! Each course is hosted by a different team at a different home!

- Santa came to our all location Concierge Meeting and delivered gifts!
- Secret Santa gift exchange and employee party.
- Self-sponsored employee party (based off "product" revenue trades and exchanged services during the year.
- Simple pot luck with team after hours and secret Santa.
- Spa Christmas Dinner/Party
- Spa party
- Special dinner with gifts
- The traditional "posada" in December, to celebrate and have dinner together.
- This is our first real holiday as a corporate office. We are excited to begin a long history with our team members and their families
- This year we have rented out a bowling alley to have pizza and bowling for our 270 employees. We also do a themed gingerbread house competition every year and have the houses out for our guests and employees to vote on the best ones. The winning team gets special prizes.
- This year, instead of hosting a party, we are hosting a charity event at our indoor pool on New Year's Day.
- time with family
- We always have a limit of \$15 for White Elephant Christmas and it is so much fun to joke around, laugh and enjoy each other while stealing gifts!
- We are a small company that is scaling. We have a Holiday Party to ring in the New Year and celebrate our successes of the previous year.
- We celebrate our spa employees with a luncheon, our technicians donate a service of their choice and all the receptionists draw for a gifted services, and the Spa Coordinator and I give them a personal gift. One year it was framed sayings - all different and they drew from 40 identically wrapped packages and surprisingly, most of them chose sayings that were perfect for them, one year we donated to Heifer international, etc.
- We do a Dinner prior to Christmas and do a gift exchange for just the spa, we also give everyone \$25 extra right before Thanksgiving, then as a company we have a holiday party in January with drinks, food, DJ, photo booth and giveaways.
- We do Annual Employee Event in the Summer. We also invite employees' spouses to our Annual Holiday Party in December.
- We gather for a wonderful dinner together the week prior to the holidays.
- We have a "Thanksgiving" for the entire staff and each one of us creates a tag with something that we are grateful for, then each of those tags is used to decorate our Gratitude Tree in the boutique. It's an amazing beautiful afternoon to share with our amazing staff!
- We have a Christmas Lunch with everyone.
- We have a holiday decorating contest between departments and each employee get a one-day pass to a local hot spring! On top of snacks and soups daily!
- We have a huge party at a wonderful high-end restaurant - free drinks (2 limit) and we don't drive - it's at the top of the Gondola here in Telluride.
- We have a huge party at the Town Hall of our Club and allow employees to stay on property with guests.
- We have a spa only employee holiday party each year with games, food/drink, prizes.
- We have a special guest come into The Spa; Gong bathing, singing bowl meditation, etc. And of course, a holiday party.
- We have a staff family holiday party at the resort and people can bring their kids for cookie decorating and horse drawn carriage rides. I also have a spa party for my staff and raffle some awesome prizes

- We have an all-company holiday party during office hours. The restaurant is special, so people are spoiled (as they should be). Then we'll have a white elephant gift exchange after our December staff meeting, always a really good time.
- We have an all-staff breakfast. Lots of prizes and awards and a great meal.
- We have an annual Christmas Party, drawings for prizes and gifts, along with live entertainment. It's always nice to get together with fellow co-workers in a fun atmosphere where you can connect more on a personal level.
- We have an annual Holiday Party where we shut down the entire facility and celebrate together!
- We have given a gift for a charity of their choice instead of each other.
- We hold a potluck yearly. Usually we do a secret Santa gift exchange but this year the Spa is providing all the gifts (vendor provided), so no stress to employees!
- We host a 12hrs of Wellness on Global Wellness Day and a huge Xmas party for all of the staff.
- We host a holiday party for our employee where they all gather, win prizes, eat, drink and spend quality time together.
- We host employees and their families for a holiday reception and dinner, including kids' events that's when we award our Employee of the Year.
- We rented a theatre for our home state Sunday night football game. We did a pool for prizes and had dinner catered.
- We took our team to the Springs Eternal Spa at Omni Bedford Springs for a day of spa treatments. We will also have a catered dinner for the team.
- We went to the Glynwood Farm upstate to do a get back to basics on our brands. The farm is a partner of ours to whom we provide 1% of our e-commerce sales. Glynwood is a non-profit organization serving food and farming professionals across New York's Hudson Valley. They advance regenerative agriculture in service of our natural environment, local economies and human health. We literally had farm experiences like bringing the cows back to the barn and celebrated over a holiday dinner onsite.
- Weekly incentives for retail sales.
- We've already celebrated with the department. We will gather with our clients on December 20th to really celebrate with cookies, a program, Christmas carols and a gift reveal.
- White elephant gift exchange, cookie decorating, holiday parties.

Respondents were asked if they implemented a new habit, ritual or simple change to their routine in 2018 that helped them manage their time better, be more present or simply reduce stress, and to share details with their ISPA peers. A *sampling of responses can be found below.*

- Added a 5-minute spine alignment stretch that I do at least once a day. Life changer!
- Allowing myself to leave work early one day a week to enjoy walking my dog with my family.
- Always prepare the night before. If you have children, mornings can be a little rocky. Lay out clothes, have breakfast items out, and bags packed by the front door. Start the day off as smooth as possible.
- Better calendar management, regular sport activity and internal coaching.
- Better use of my time commuting to/from work by listening to books and Podcasts.
- Breathe and taking time to engage the staff face-to-face.
- Breathing exercises. (2)
- Building regular spots for walking and running into my schedule.

- Committing to morning Yoga workouts. Once my crazy day starts, I lose my motivation, so best to get it done early.
- Daily meditation for the last 2 months.
- Dedicating 1 - 2 hours daily helping the spa attendant and therapist team cleaning, folding towels and being on the floor covering reception desk operation.
- Delegated more to supervisors. (2)
- Did not put off those morning walks with each dog!
- Early daily meditation.
- Educating others on my priorities for the business as otherwise you can be pulled in too many directions, which can take you of course. Re-reading and implementing ideas from the course 7 Habits of Highly Effective People.
- Guilty of not making this a priority.
- Hide my phone in a drawer when talking with an employee one-on-one.
- I am always trying to get the most difficult tasks done as early as possible in the day, instead of putting them off. Procrastination always creeps in! "Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day." - Mark Twain
- I chose to go to yoga 3 days a week this summer, and to make sure I was present for my husband, and for my kids for music lessons, class parties, performances, hiking, playing, and goofing around!
- I cleared my Monday mornings and use them to check emails from the weekend and prepare for the week ahead. This has allowed me to check email less on the weekend and have more personal time.
- I have a new mantra; Do your best leave the rest. Basically, don't overdo it. We can't promote wellness if we are not healthy and well.
- I have been more aware of my screen time on my iPhone by seeing the report I get weekly. It has helped me reduce that amount of time as some was wasteful and not productive in all honesty. I have carved out specific blocks to have lunch/coffee with other owners and business people just to bounce off ideas and grow professionally.
- I have been slowing starting to wake up earlier. My goal by the end of January is 5:30.
- I have created new checklists so that I am on top of my work and nothing small slips through the cracks. Even though the checklists become tedious sometimes, it really does help me make sure everything is correct.
- I have initiated a leadership retreat paired with a 12-month marketing plan.
- I have stopped carrying my phone with me at work.
- I joined a medical spa for some personal health reasons and some intel. It's been a win-win personally and professionally.
- I practice Buddhist meditation each morning for 30 min - 2 hours.
- I re-engaged with my meditation practice.
- I scheduled all my lunch and snack into my outlook work calendar.
- I started paying attention to the screen time data that is collected on my phone bringing awareness to the amount of times I pick up my phone throughout the day and for what reasons.
- I take 5 minutes every day to myself before I fall asleep and focus on my breathing. I breathe in good positive thoughts and breathe out negative energy from the day.
- If something doesn't work, evaluate the process early and move to the next plan. Create contingency plans.
- I'm working harder to manage my email instead of having it manage me. I put boundaries around how often I check in and how fast/to whom I respond, so I'm not spending my entire day volleying messages.
- Incorporating meditation to your daily habits is life changing.

- It's very important to make time for you. If you sacrifice too much of yourself, you will be no good to anyone. I personally have a few nonnegotiable items in my life. They are not my "shoulds" but rather my "musts." Yoga is one of them. I make time to practice at least 5 days per week. I also make time to go for a couple runs per week and carve out an hour per night of uninterrupted time with my partner to talk about our days.
- I've been trying to improve myself to be a better person and to include self-care. Yoga, meditation, connecting with friends face-to-face, looking at people in their eyes, remaining present and listening, sending a hand-written card.
- I've started meditating more regularly.
- Just breathing and taking a step back. As long as the employees are safe, happy, and healthy everything will always be okay.
- Keto Diet, Earlier to Bed, Earlier to Rise
- Love my sleep app it helps keep me in check on getting to bed on time.
- Meditation on my bus commute to and from NYC.
- More exercise.
- More meditation.
- New habit finding balance with my hectic schedule take two days to reenergize.
- On my days off I started limiting myself to only open my email once.
- Oprah and Deepak's 21-day meditations first thing in the morning. Breathing awareness as I drive down to my office shifts my mental state and calms stress levels.
- Organizing files so that colleagues can find what they need without calling me - making them more self-sufficient and helping their self-esteem by creating independence.
- Patience
- Quietly listening to the soul's voice while watching and re-cording, re-collecting and re-viewing dreams.
- Reduce use of cellphone and create more real and human connection with others
- Remember to breathe.
- Returned to my yoga practice.
- Scheduling out posts at least a month ahead.
- Simply your wardrobe, Solid colors, stick with what makes you feel your best. Leave out the frustration of trying to figure out what to wear with what color shoes, jewelry, etc. Love the capsule wardrobe! You might be surprised the many outfits you can get with just 10 pieces of clothing. Some of the most successful people wear the same items of clothing daily to eliminate one less decision that can be frustrating.
- Spending a little time each morning reading a daily devotional by Sarah Young called Jesus Calling.
- Start the day with a 5-minute meditation to set my intent and focus for the day.
- Started taking a real lunch break to clear the mind.
- Started working out with a trainer and meditation.
- Staying focused on one thing at a time.
- Taking a hot herbal bath before going to bed.
- Tidy up spa and get more organized.
- Time blocking and setting meetings for staff.
- Using screen time with our kids to cut off at a certain hour and makes the rest of the evening and bed time much less stressful—actually enjoyable.
- Wake up 1-hour earlier and walk. Read 30 minutes daily.

- We hired consultants with expertise in human resources (for coaching and training supervisors and managers), best practices in workplace efficiency (value stream mapping and 5 S), intellectual property protection, supply chain and finance to implement best practices in these areas.
- We started rotating the schedule to make it fair for everyone which took some adjusting, but great results!
- Went to a resort for 5 days.
- Yoga
- Yoga Nidra sessions, really helps with the sleep process.