



# *Snapshot* SURVEY

**YEAR IN REVIEW: 2020**

November–December 2020 | *Snapshot Survey Results Report*



## YEAR IN REVIEW: 2020

This “Year in Review” Snapshot Survey largely reached beyond the operations-focused questions that have been the focus of ISPA’s other surveys in 2020 to gain insight into the personal and professional habits respondents have deepened or developed during this unparalleled year.

In the last six months of 2020, nearly a third of respondents (30%) traveled by air for a personal trip, compared to nearly one in five (18%) doing so for a work trip. Car travel and “staycations” were noticeably more popular, however, with 59 percent of all respondents reporting that they had taken a personal road trip, and about half of all respondents (49%) reporting that they had used vacation time but stayed close to home at some point in the latter half of the year.

Nearly two-thirds of respondents (65%) noted that they had responded to the effects of the pandemic by practicing mindfulness and meditation, while nearly half (47%) received a treatment at a spa and about six in ten (59%) implemented a new fitness or wellness routine. These figures suggest that the increases in attention to fitness and overall wellness seen in ISPA’s consumer research from earlier in 2020 remained elevated throughout the year. Overall, respondents judged their own attempts to lead a healthy spa lifestyle in 2020 as largely successful, with 56 percent rating their efforts as “pretty good” and 14 percent as “great.”

New challenges at work and at home were, sadly, par for the course in 2020, with job losses and adjustments to the ways respondents communicated professionally and personally among the most notable of those. Forty-six percent of all respondents noted that they had laid off team members since the pandemic began, and 40 percent reported having been furloughed during that period. Given staffing shortages caused by COVID-19, it’s not surprising that nearly half of all respondents (49%) noted that they took on additional job responsibilities without receiving a corresponding pay increase. Meanwhile, personal and professional use of social media remained high, with respondents reporting that they used Facebook (62%), Instagram (54%) and LinkedIn (38%) most frequently for both business and personal purposes.

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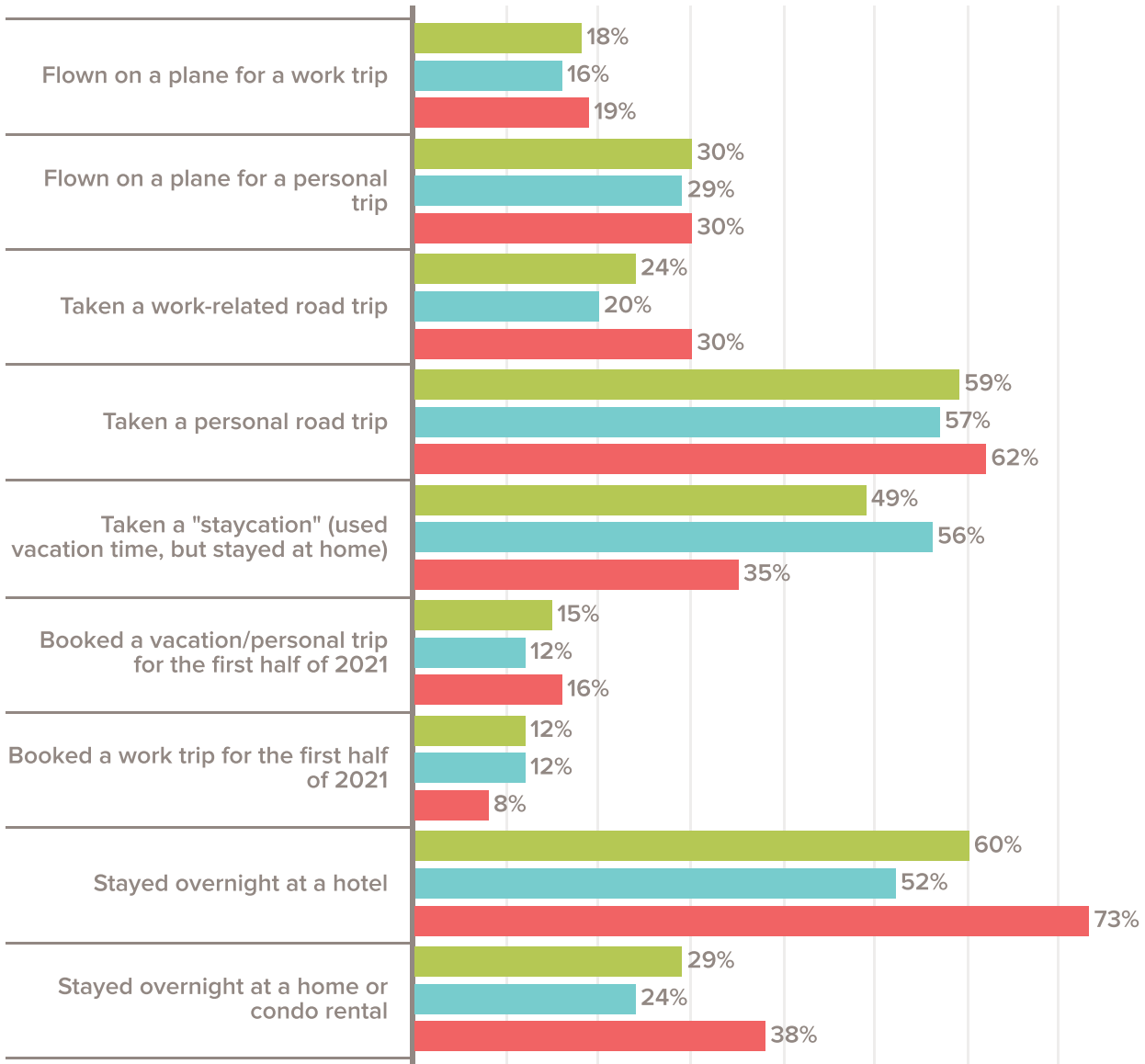
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## ALL RESPONDENTS

Q

Which of the following activities, if any, have you done within the past six months? Select all that apply.

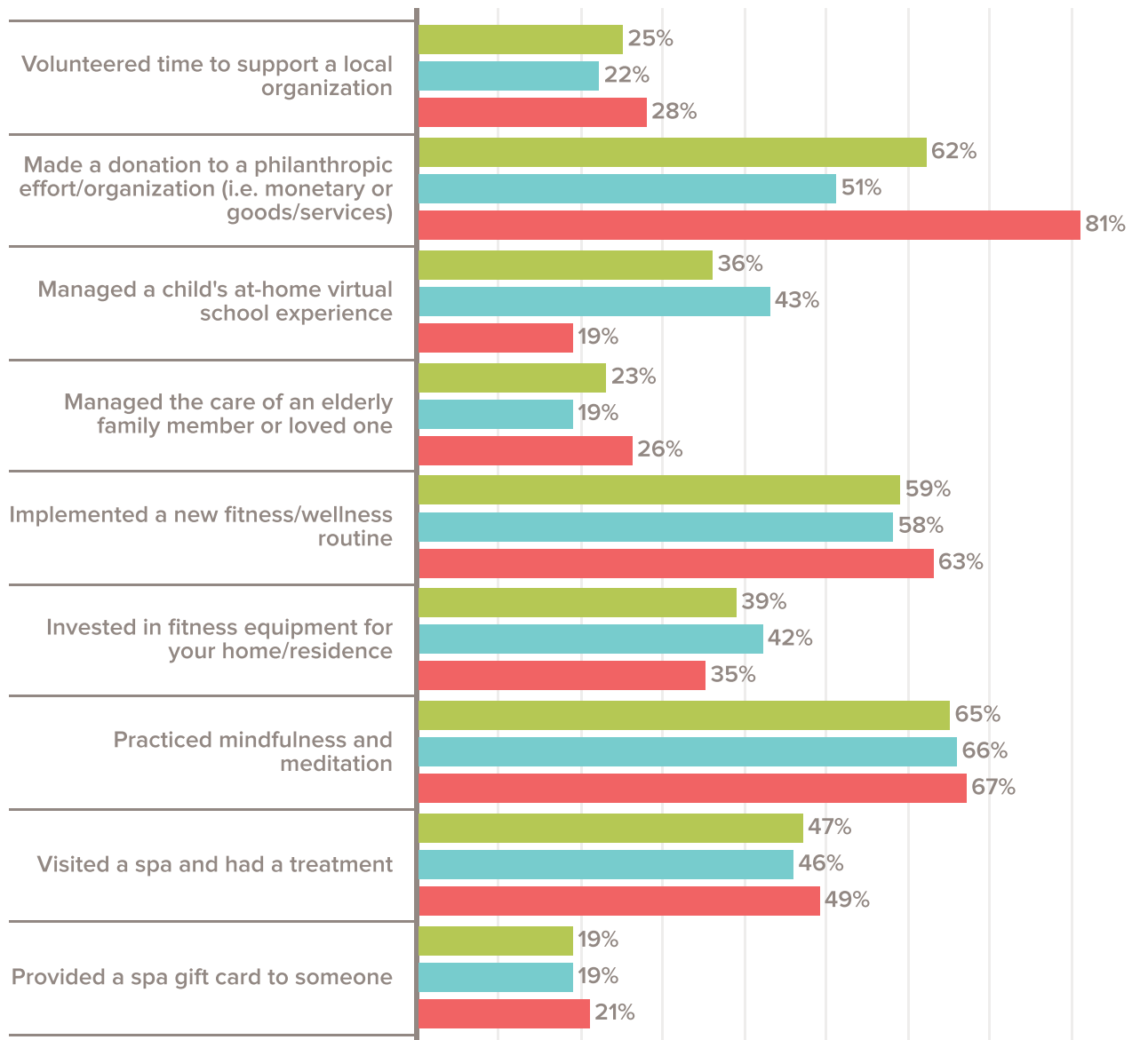
### Activities in past six months



● All Respondents
 ● Spas
 ● Resource Partners

Which of the following activities, if any, have you implemented/experienced since the pandemic began?

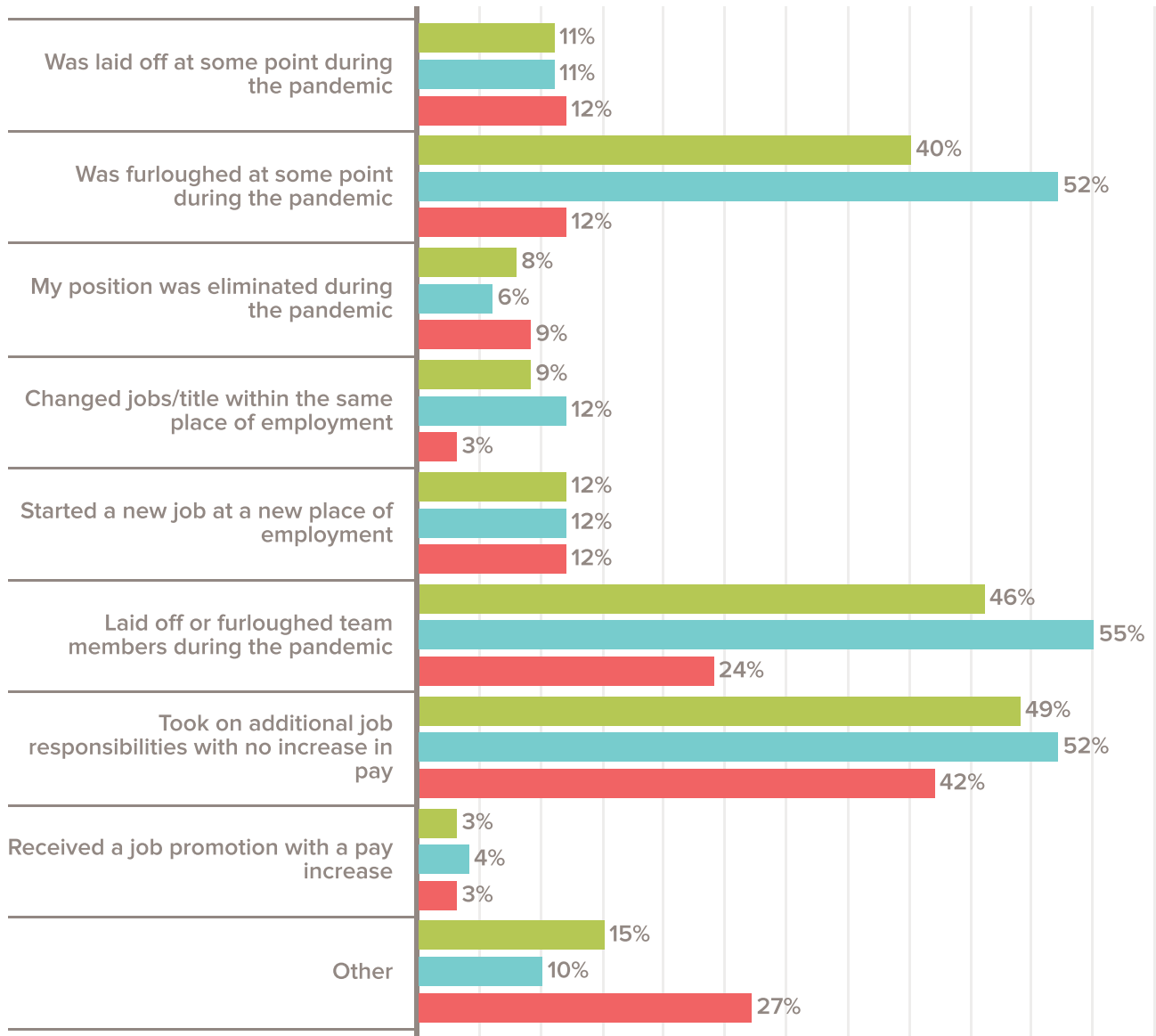
### Activities since pandemic began



● All Respondents
 ● Spas
 ● Resource Partners

Which of the following employment scenarios have you experienced in 2020 since the pandemic began? Select all that apply.

### Employment scenarios experienced since pandemic began



● All Respondents
 ● Spas
 ● Resource Partners







*“Other” responses shared in response to the question above included:*

- Continued to promote my personal nutrition and wellness coaching business.
- Did work for free
- I am self employed and experienced loss of income due to the pandemic
- I was kept on and worked from home. Our resort have Covid bonuses to all full time employees twice during this crazy time.
- Invested in a company
- Kept working the entire time. Selling curbside retail, renovated treatment rooms, scrubbed software, initiated a new back bar inventory structure, many seminars and webinars, took a virtual boot camp for Med Spa
- Nothing changed
- Pay reduction
- Position did not change but amount of work slowed down a lot
- received a reduction in pay
- Restructured our business.. forced to relook at our business and put resources into other channels
- Salary reduction
- Started a new business.
- took a 25% pay cut for 4 months yet maintained work schedule
- took a temporary pay cut
- Was closed as a non essential business for a lot of this California is very strict
- Worked from home and took a 20% pay cut







*Which of the following platforms do you currently use for personal and/or business purposes?*

*(Respondents could only choose a single response for each topic)*

### ALL RESPONDENTS: Social media platforms currently used







	PERSONAL USE ONLY	BUSINESS USE ONLY	PERSONAL & BUSINESS USE	DO NOT USE
 Facebook	21%	11%	<b>62%</b>	7%
 Instagram	21%	14%	<b>54%</b>	11%
 LinkedIn	22%	29%	<b>38%</b>	10%
 TikTok	<b>15%</b>	3%	1%	81%
 Twitter	<b>16%</b>	9%	9%	66%
 YouTube	<b>23%</b>	15%	19%	43%

## SPA RESPONDENTS: Social media platforms currently used

	PERSONAL USE ONLY	BUSINESS USE ONLY	PERSONAL & BUSINESS USE	DO NOT USE
 Facebook	23%	14%	<b>56%</b>	7%
 Instagram	22%	16%	<b>52%</b>	11%
 LinkedIn	32%	21%	<b>33%</b>	15%
 TikTok	<b>16%</b>	3%	2%	79%
 Twitter	<b>17%</b>	9%	6%	68%
 YouTube	<b>27%</b>	14%	12%	47%

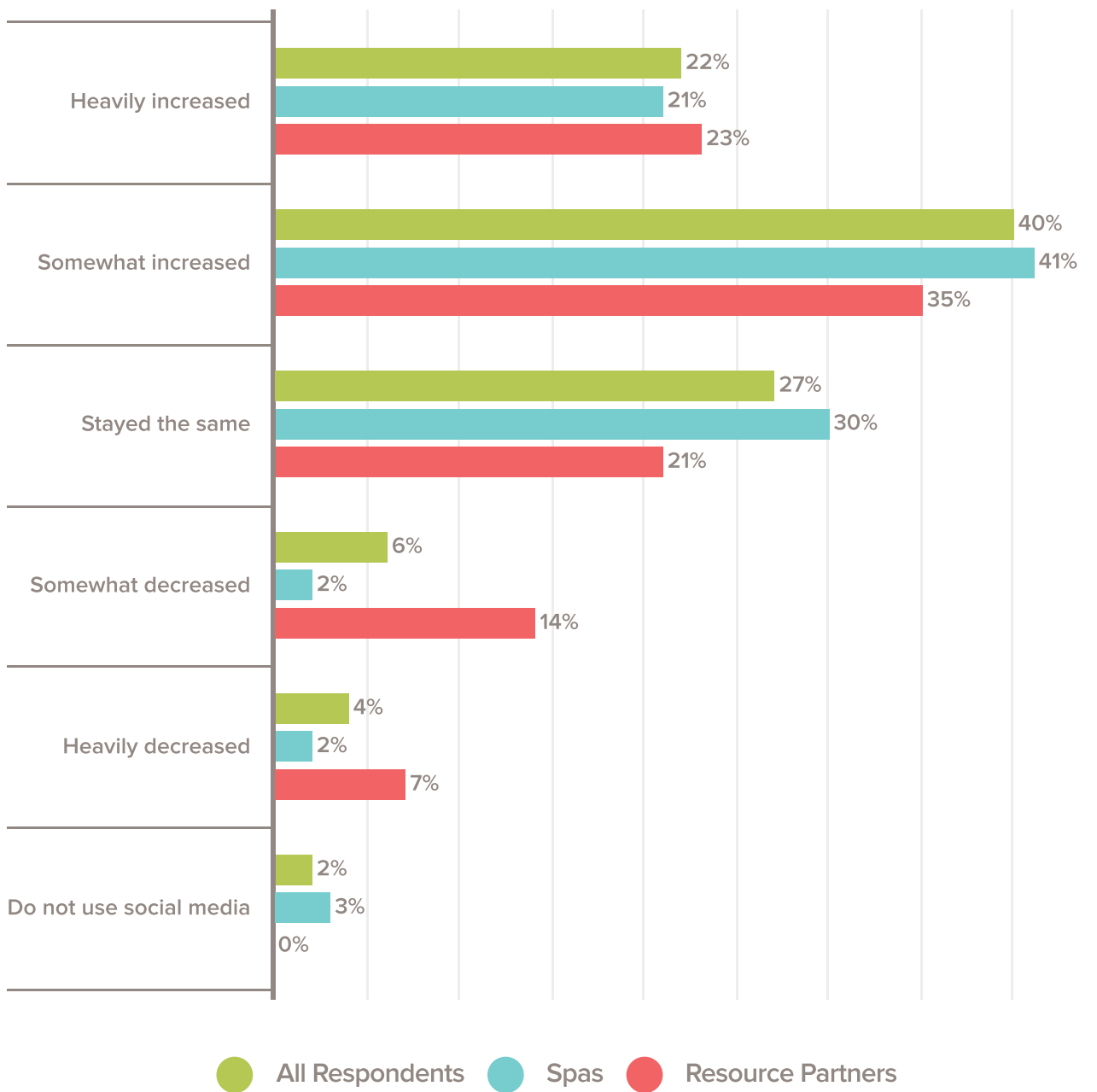


## RESOURCE PARTNERS: Social media platforms currently used

	PERSONAL USE ONLY	BUSINESS USE ONLY	PERSONAL & BUSINESS USE	DO NOT USE
 Facebook	16%	7%	<b>73%</b>	1%
 Instagram	21%	9%	<b>61%</b>	9%
 LinkedIn	2%	<b>48%</b>	<b>48%</b>	2%
 TikTok	<b>14%</b>	0%	0%	86%
 Twitter	14%	9%	<b>16%</b>	61%
 YouTube	14%	20%	<b>30%</b>	36%

*How has the amount of time you spend on average each day using social media changed since the beginning of the year to today?*

Change in average daily use of social media



Please share your "favorites" for 2020 for the following categories.

### Favorite book you read:

- 7th grade Algebra - How to. :)
- About Face .. memoirs of Colonel David H. Hackworth
- All novels by Kate Morton
- Amazing Possibilities; 365 Days of Inspiration. Matthew Kelly
- Amelia Peabody Series
- American Dirt
- Becoming by Michelle Obama
- Big Potential
- Book by Mary Trump
- Breaking the Habit of Being Yourself by Dr. Joe Dispenza
- Breath by James Nestor
- Caste
- Conversations with God, power of now, the power of your subconscious mind.
- Dare to Lead - Brenee Brown
- Detox Money
- Digital Persuasion
- Disney Bob Iger bio
- Do it Afraid (Joyce Meyer) Business Boutique (Christy Wright) Building a Story Brand (Donald Miller)
- Draw The Circle
- Duma Key
- Educated AND The Rent Collector
- Educated by Tara Westover
- Enlightenment Now by Steven Pinker
- Everything is F\*cked: A book About Hope by Mark Manson
- Everything is Figureoutable
- Fear and Loathing Hunter S. Thompson
- Girl Go Wash Your Face
- Girl Stop Apologizing
- Glennon Doyle
- Gluten-Free Baking
- GreenLights Matthew McConaughey
- Heads in Beds
- High Performance Habits
- Honor by Elif Shafak
- I Be Knowin' by Amanda Seales

- I read a lot of nutrition and wellness books which cover a plethora of dietetic and nutritionist continuing education practices. Whole Foods, Disease delusions, How not to Die, Deeply Holistic, Body into Balance not necessarily favorite books but business applicable.
- In Praise of the Bees
- INFLUENZA History of 1917/8/9 Pandemic
- Inheritance, a Memoir of Genealogy, paternity and love.
- James Patterson books
- Little Fires Everywhere
- NASM CPT Study Guide
- Parts of the Bible
- Perseverance
- Pillars of the Earth
- Positivity by Barbara Fredrickson
- Strangers and Cousins
- Supernatural by Dr Joe Dispenza
- Talking to Strangers
- The Art of Learning & Self Development
- The Artist's Way
- The Authenticity Project by Clare Pooley
- The Bible
- The Book of Forgiving - Desmond Tutu/Mpho Tutu
- The Dilemma
- The Evening and the Morning, Ken Follet
- The Four Agreements: A Practical Guide to Personal Freedom by Don Miguel Ruiz
- The Goldfinch
- The Great Influenza
- The Hate You Give
- The Henna Artist
- The institute
- The Madman Theory - Jim Sciotto
- The Night Watchman
- The Proud Highway - Hunter S Thompson
- The Subtle Art of Not Giving a F\*ck by Mark Manson
- There There by Tommy Orange
- There's a hole in my Sidewalk
- Think Like a Monk - Jay Shetty
- Too much and never enough.
- Uncharted
- Undermind by Tanya Chernova
- Untamed by Glennon Doyle & It's Not Suppose To Be This Way by Lysa Terkeurst
- Waking Up White
- Where the crawdads sing
- Who Moved my Cheese" by Spencer Johnson, Kenneth Blanchard

## Favorite show, series, documentary or movie you watched:

- 24
- A million little things, Snowden
- Alaska
- Alone
- Blacklist, Ratched, Monk, House
- Chef's Table, Hells Kitchen,
- Cobra Kia
- cooking competitions-food network
- Dark
- Dead to M, The Good Place
- Dead to Me
- Designated Survivor
- Every episode
- Friday Night Lights
- Get Organized (The Home Edit), Lots of Fixer Upper Reruns on Hulu :)
- His Dark Materials
- Homeland
- Kiss the ground
- Life On This Planet, Understanding the Universe, Exploring the Universe
- Longmire
- lots of netflix
- Mad Men
- Madam secretary
- Maine Life
- Mandalorian
- Miami Vice
- Million Little Things, Queens Gambit, Pen15, etc.
- Money Heist
- MSNBC regularly
- My Octopus Teacher
- Netflix, Fargo
- Oh, so many. Most fascinating was the Tiger King.
- Ozark
- Peaky Blinders
- Queens Gambit
- Ratchet, The Crown,
- Rita, When Calls The Heart, Shtisel on Netflix
- Rocketman
- Schitts Creek, marvelous Mrs. maisel, the great British bake off
- Schitts Creek

## Favorite show, series, documentary or movie you watched:

- Schitt's Creek, The Crown, The Umbrella Academy, The Undoing - the list goes on and on. LOL
- Schitt's Creek, The Undoing, Too many to pick from.
- Scrubs, The Mandalorian, The Spirit of Christmas, Christmas Kiss 1 and 2
- Selling Sunset, Vikings
- Social Dilemma
- Star Trek Discovery
- Succession
- Sunday Morning
- Sunseed
- Ted Lasso, The Crown
- The Boys
- The Crown
- The Crown and Ozark
- The Crown, Schitt's Creek
- The Designated Survivor
- The game changers.
- The Home Edit
- The Chef Show
- The Marvelous Miss Maisel
- The Morning Show
- The Octopus Lesson
- The Office
- The Penomenon
- The Social Dilemma
- The Undoing
- The Undoing, Away, Big Sky
- The Vow - HBO Series on NXIVM
- TV: For Life, SWAT, I Can See Your Voice
- Yellow Stone & You
- Yellowstone
- Yellowstone, My Octopus Teacher

## Favorite new spa product:

- Amber Blends
- Aromatherapy Associates Forest Therapy oil
- Aromatherapy Associates Lavender and peppermint bath and shower oil
- Aromatherapy Associates Rose Shower Oil

- Augustinus Bader Exfoliating Toner
- B3 Adaptive Superfoods collection for stressed out skin from Dr. Dennis Gross Skincare
- Babor Precious Collection Ampoules
- Babor skin care
- Body Brush
- CBD (PCR) Creme by Energe' Botanicals
- CBD bath bomb
- CBD bath soak
- CBD from Suyana and QYKSonic
- CBD Lab Blends
- CBD oil
- CBD Salve by Lane 4 products
- Charcoal Exfoliating Cleanser from Eminence Organics
- Circadia Firming Peptide mask
- Clean Republic Cleaning Products
- Columbia SkinCare prebiotic cleanser
- Comfort Zone Eye Patches
- Dr. Lancer microdermabrasion polish device.
- Eight Greens Youth Serum - Eminence
- Elemis Cleansing Balm
- Eminence Charcoal Exfoliating Cleanser
- Eminence charcoal gel exfoliator
- Eminence Kale and Citrus mask
- Eminence Reishi Mushroom Eye Cream
- Eminence Solid Face Oil
- Eminence strawberry rhubarb
- Eminence Tumeric Treatment!
- Eminence's Gem Stone Collection
- Energybits
- Epicurens Cinnamon Vanilla Body Polish
- Eucalyptus Shower Spray
- Eye Firmer
- Facial cupping
- FarmHouse Fresh Marshmallow Melt Butter Balm
- Foreo facial product
- Gold Bond Healing and foot creak lotions
- Grapefruit scented body cream in past Reveal Box by Beekman 1802! :)
- haia - Multi Fruit Acid Enzymatic Exfoliant
- Hair wraps
- Honey Ginger body oil and lotion by Pino
- Hydropeptide Moisture Miracle
- Hydropeptide pre treatment toner
- Hyperice

- Hypervolt
- Jurlique Radiant Foaming face cleaner
- Jurliques Enzyme Peel
- Kate Mcleod body stones
- Keeping it minimal
- Kopari coconut melt
- Lacuna Botanicals CBD Oil for Canines
- Lilfox
- Little Barn Apothecary Body Oil
- Living Earth Crafts FusionLite chair
- Luzern Nuit Line
- Mana Artisan Botanicals CBD
- Mangosteen Collection from Eminence Organics
- Moisture Replenishing Mask by Jurlique
- Moor Spa Renewal Serum
- Natura Bisse Diamond Cocoon Sheer Creme
- NOON Aesthetics Cosmeceutical Skin Care line from Israel
- Obagi exfoDerm
- Omni lux light therapy
- On the Green CBD Spa collection
- Opté - New, handheld facial device for direct coverage and correction, of dark spots; hyperpigmentation and; facial scarring.
- Orbe dry shampoo
- OSEA: Advanced Protection Cream
- Pure Resurgence Salt
- QMS Medicosmetics Anti Oxidant Day & Night Cream
- Hypervolt
- Jurlique Radiant Foaming face cleaner
- Jurliques Enzyme Peel
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### Favorite new tech gadget or mobile app:

- Air Pods
- Beats in ear headphones
- Bitesnap
- Bluetooth ear bud
- Calm App
- calm.com, Spotify, creating and curating music-making time for meditation.
- Candy crush
- Canon camera & Adobe for making videos
- Crypto.com
- Delete button
- Development of club app
- duolingo
- eBird mobile app for tracking bird sightings (Covid related hobby)
- Exhale wellness app
- Facebook Business Suite
- Fi collar for my dog
- Fitbit
- Fiton and Calm
- Flipp
- Foreo
- Glo
- Good Reads
- Google Assistant
- Headspace
- Hyatt's partnership with the headspace app
- Hypervolt
- imovie
- Instacart
- I've enjoyed several new workout apps that are available; callout, HIIT..

- Later for Insta posting
- LinkedIn
- logitech MX Master wireless mouse
- LogoPit
- Meditation Studio
- MEMES app - fun and creative
- Microsoft Surface Pro 4
- Microsoft Teams
- Mobile banking apps
- New Iphone 12 pro max
- Not new, but my FitBit!
- Not really a gadget but my Peloton
- On line grocery shopping
- online games classic Solitaire.
- Peleton
- Phone Soap
- Rakuten app
- Ring light
- Robinhood app
- RocketBook - Paper to digital planner
- Run Tracker (app)
- Sanvello - Mental & Personal Wellness App
- Sleep - App for restful & sound sleeping techniques combined with sleep meditation
- Spectralite Faceware Pro Dr Dennis Gross Skincare
- Therabody (theragun) app
- Theragun
- Theragun mini
- TikTok
- Tock
- Under armour app
- Venmo
- Waking up App
- Words with Friends 2
- WSL World Surf League
- Zoom

## Favorite new ritual, hobby or habit you picked up as a result of the pandemic this year:

- 30 minutes of meditation and me time when I wake up for the day. Also listening to inspirational and motivational podcasts on my way to work.
- 5 am workouts before the workday begins
- A lot of outdoor walking and hiking.
- After dinner walks with the family.
- Appreciating what we have
- At home improvement projects
- Baking!
- Becoming a life coach for our employees.
- Being outdoors has been the most therapeutic and relaxing thing for both of us during this time; rain or shine, hot or cold, windy or complete stillness...we find comfort in nature.
- Candlelight yoga at home
- CLEANING
- Cleaning more
- Consistent, regular cleansing and exfoliating of skin. Less maintenance with hair and make up.
- Cooking
- Crossfit
- Cycling, home workouts
- Daily Bible study, prayer journal, and gratitude journal
- Daily homemade smoothie with my home-grown kale
- Daily meditation + crystals
- Daily walks
- Deep cleaning the house, every nook and cranny
- Does drinking more each night count? Asking for a friend....
- Eating Breakfast
- Exercising daily
- Extra long dog walks!
- Family bike rides
- Family Zoom time
- Fell in love
- Gardening
- Going Vegan
- Hand walks with my horse I. The trails
- I enjoy working out at home to DVDs.
- I have a number of regular hobbies - Piano playing, playing the harp, cycling and yoga, cooking
- I'm raising 12 chickens and they recently started laying eggs. We live on an island and are concerned about disruption in the supply chain & distribution. We also planted a garden. Finding ways to live off the grid and reduce dependency.

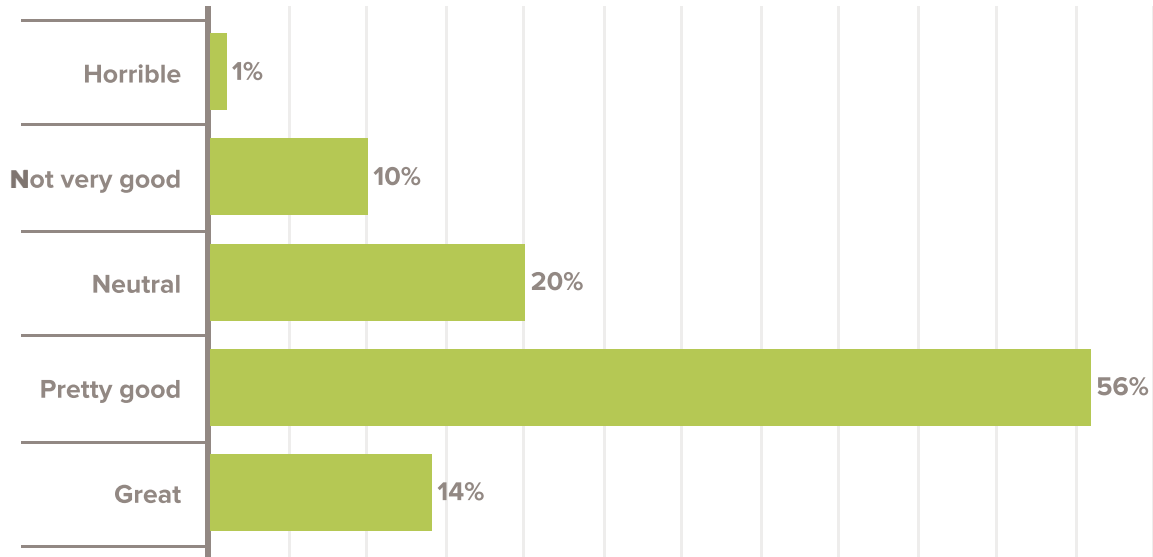
- Innovative cooking styles and wine pairing.
- knitting at bedtime to help relax (that sounds so old! ;) )
- listening to the sound of the ocean on YouTube.
- Longer, focused meditation practices
- Lots of weekly swimming
- Made a commitment to work out daily
- Making dinner time special
- Making my own cards.
- Manifesting and meditation!
- Masks as a match accessory
- meditating and walking every day
- Meditation
- Meditation and breathwork
- Meditation and stretching
- meditation before bed
- Meditation for 20 minutes per day.
- Meditation sound healing
- Met-Con (metabolic conditioning) and 20 minute power walks every day
- Mindfulness
- More hand washing in one year than a whole lifetime
- More puzzles
- More self care for myself
- Mountain biking
- My bookshelves at home are now stored on the shelves by the book bind color like a rainbow. I definitely have re-introduced my love for reading books back into my life this year...so grateful!
- My son and I are always looking for new places to hike and explore in our area.
- Peloton
- Plant based nutrition & family fitness :)
- Playing my Saxophone
- Playing piano as often as possible
- Playing soccer
- Power walks in the canyons and the beach. This morning I encountered a pack of Dolphins.
- Practicing daily gratitude
- Recording music
- Review clubs: one friend and I alternate sharing a podcast to discuss on random topics; one friend and I alternate sharing a streaming movie (light) to discuss; a group of friends choose a documentary in turn, and we meet socially distanced for a fire pit discussion.
- Running every morning 3.5+ miles
- Self care! Dog walking, lemon water drinking, meditation
- Shopping on Amazon!
- Sleeping with no alarm clock

- So many! Crochet, String art, yarn wall hangings, baking, cake decorating, graphic design
- Speak to at least one of my daughters every two days if not more often. Family Zooms every three weeks with daughters and granddaughters.
- Spent a lot of time with my first granddaughter and worked harder than ever at my business!
- Staying consistent with daily routine as well as started drinking a hot cup of tea at night! :)
- Staying home more
- Stock brokering
- Transcendental Meditation
- Treadmill
- Trying to get outside every day
- using my indoor, infrared sauna
- Vegetable gardening
- Walking
- Walking and creating Decoupage art
- Walking every day
- Walking more than 12,000 steps a day
- Walking with my old dog-I bought a stroller to push her in.
- Weaving on my loom
- Weekly Baths, Self Care Evenings.
- Weight lifting
- Working out before work, and relaxing in a nice bath w/essential oils and candles before bed
- Working out daily and focusing on meditation more.
- Yoga daily
- Zoom Happy Hours
- Zoom!

Q

Using the following scale, how would you rate your efforts to lead a healthy spa lifestyle in 2020?

ALL RESPONDENTS: Efforts to lead a healthy spa lifestyle in 2020





*Please describe any special activities or initiatives your company plans to implement this year to celebrate the holidays with its employees in this unique new landscape that prevents us from relying on our normal routines and efforts.*

- A considerable amount of virtual events that are very similar to live events with actual guests present.
- A gift card, a surprise lunch or treat.
- All holiday gift purchasing including staff gifts, will be done locally!
- An office dinner when weather was nice enough to sit outside.
- Closing the spa for 2 evenings early for the providers to pamper each other
- Currently working on my business was plan! :) But if I were in business I would consider having a virtual Christmas holiday party making it fun and interactive as can be...and of course with prizes/gifts as well for them! :)
- Drive through bfast with santa pick up.
- Employees have been given a choice of several vendors to receive a gift card from.
- Encourage use of our VTO program. Cyber corporate holiday party. Cyber White Elephant.
- Focus is on feeling of inclusiveness although exclusion and distancing ones self & family & friend gatherings have been so heavily influenced. I encouraged the popular & fun holiday “Secret Santa” gift giving game be done with a twist of instead of providing gifts alternatively; sign up for a new email address with a fun Holiday Name and then send-out secret messages of love; of inspiration; a hope. Also make a fun video without you in it (using written out wording or video apps to alter/enhance streams with holiday type flair or text). Consider sending a favorite holiday song & why it’s special to you (Santa!) and tell how your chosen recipient impacts them in a similar positive manner.
- For the first time I am giving my sales team a "gift" for Christmas. Typically we do sales meetings twice a year with cash call and a nice dinner.
- Gift exchange where we mail the gift to our recipients home.
- Gifts and paid time off
  - Giving gift cards for staff at local restaurants to support local small business economy
- Gym at Home
- Holiday gift cards, no party this year.
- Holiday zoom party with competitions and unique remote work stories to share.
- I have made personalized holiday cards for each staff member (as I do every year) and we have a small gift for each one of them. This year our property wide donations and giving Tuesday events were much smaller and restrictive but I was able to do a virtual event for an organization that is near and dear to our hearts.
- I will continue to personally buy Christmas gifts for my team.
- If you are a sole company owner or just a good spirited person – you could do this exact same thing for family members and loved ones and especially two elderly residence of a nursing home that may utilize the Internet. You can call up to the main office of a nursing facility (or ask for the main desk) in order to offer to send messages (as Santa!) that could be played to residents at lunch etc. whom are isolated etc. Consider adding-in a short holiday related story of inspiration to be read; some helpful & easy sleep meditation; online Christmas Caroling (which they love!) they can try etc..

- I'm the only employee in my company but my plan is to switch off over the holidays, put my phone away and be fully present when spending time with my husband and children
- Instead of a Company party we are giving all employees a Target Gift card
- Instead of an office Holiday Party, We will have a Virtual Holiday party. Our company has given the entire team a \$25 door dash gift card so we can maintain social distancing while enjoying a meal together on Zoom. We also have adopted 8 Angels from Salvation Army to give back to the community.
- Instead of our normal holiday luncheon, we used that budget money to put together "family time at home" baskets for our employees...gift cards to rent movies, popcorn, candy, a cozy blanket, fuzzy socks, card games, etc.
- Lastly, a suggestion involving going back to some more traditional holiday practices that families generally participated in together - with a "tech-touch" when/where needed. I.e Family style dinners & using Zoom and set meal times to eat & share together. Family Zoom Movie Nights. \* I used to do this with my two boys to watch Game of Thrones since they didn't have HBO in college. One person sets up the show and pre-designed phone FaceTime camera placement. Call your planned participants and chat for a bit before the show and then set lighting as needed and place your phone down & watch together! You can talk during the show too (if you have someone who always does that is! lol!)
- Meditation healing sound
- No Christmas Party get together! Stay at home and e mail employees and friends.
- No events No spend / lucky to be working
- None at the time. We are remaining very cautious
- None, just giving Hams to all Associates
- None. Only zoom calls
- On various days the leadership team will provide lunch and dinner to all staff members throughout the month of December. We will have a special treat each Saturday for all team members to enjoy, gourmet treats/coffee. We have picked several employees in need of assistance this holiday season Leadership will provide Christmas gifts as well as pre packed Christmas dinners to these families.
- Only a gift card as of yet
- Optional Virtual or in Person Holiday party
- Our Hotel has done something monthly for all of the furloughed employees, whether food give-away, grocery card give-away, Restaurant G/C give away, Turkey give away, Fun spooky stuff for the Kids for Halloween, Gift give away for Christmas for the children of furloughed employees.
- Outdoor manicure, pedicure , massage and fitness classes including extra Aqua classes, water spinning, yoga Pilates and training with aqua strong boards. In-home services.
- Pizza party in combo with our Dec meeting
- Provide a choice of Turkey or Ham and \$500 gift card for food.
- Providing holiday meals for all associates and their families, active, furloughed or laid off. Angel Tree for the associates with needs for the holidays. Spa did home self-care kits for the staff full of products instead of a party. Celebrating a virtual "Day of Gratitude" company wide sending email cards to people you are grateful for.
- Rather than a big gathering, we are putting the party money into a super holiday meal, like they've never seen.



- Regifting presents sent to the owners of the company to our team members in a 'virtual raffle'
- Secret giver on random week event. Give a small gift to inspire.
- Shop Rite Gift Card give-a-way. Holiday lunch provided. Departmental Countdown to 2021 with daily gift give-a-way.
- Smaller groups for any holiday gatherings. Secret Santa for each department.
- Undecided
- Unfortunately, we are not able to celebrate with employees due to financial constraints and social distancing.
- Virtual gatherings to celebrate the holidays.
- Virtual get togethers and Secret Santa Gift Exchange reveals
- Virtual happy hour
- Virtual holiday cocktail party - have a caterer building beautiful charcuterie boxes with bubbly being delivered to everyone's homes and hosting the event on zoom with a peer to peer recognition award
- Virtual holiday lunch
- We allowed our staff to order a "Christmas Hamper", in lieu of our usual company Christmas party. One of our company restaurants is making them and delivering them to each of our hotels for staff, the week before Christmas.
- WE are having an employee appreciation day by drive by. Each staff in our company (over 200) will do a drive by at our main lodge and receive a personalized bag of goodie. In the bag will be a raffle ticket which they will log in to Zoom to participate in the drawings
- We are not hosting a party...We are giving employees gifts however and paid Holidays.
- We are offering a virtual zoom based holiday party! We also did a virtual escape room team building event that was really fun.
- We are still holding a Department Holiday Get-Together. It still works because we have a smaller staff and everyone feels comfortable getting together.
- We are supporting our local food shelf, with a food drive
- We are very grateful to have business and our staff even if on a revised schedule.
- We are waiting for our clients to return without sales pressure. Looking forward to the comeback and putting our health first. So many of our clients have had multiple closures and are experiencing shutdowns as we have had here as well. We are here for anyone and have filled orders as needed and truly care about you first.
- We do a Gratitude Guardian - it's like a secret santa of gratitude. Each staff member picks a name out of a hat and then expresses gratitude anonymously in any way they choose, to that person for a month. At the end of the month, we switch.
- We had a socially distanced "friends-giving" with the spa staff which was really nice. It allowed the staff to spend some time together after such a crazy year of ups and downs.
- We have not opened our doors yet. However I will be sending a Happy Holiday newsletter to our staff.
- We haven't quite figured that out yet.
- We implemented a Corporate Wellness Program through our health care provider with licensed professional health care providers. Every two weeks as a group via zoom, we are presented with information and discussions on topics such as Stress Management, Exercising through the pandemic, Meditation and Nutrition.

- We signed up for a kickball league and a soccer league I think will continue to do that.
- We try to celebrate everyday with some type of treat for the office.
- We will be celebrating holiday after the New Year when COVID is under control.
- We will have a virtual Zoom Meeting with Holiday backgrounds
- We will have a zoom meeting and party
- We've launched a 4-week wellness course for all of our colleagues called "Inner Strength - Outer Strength"
- Zoom call fun: for Halloween we had a costume contest, scary movie trivia game, and sharing favorite Halloween memories. For Christmas we had a holiday dress up meeting.
- Zoom Party
- Zoom, gift certificates supporting local businesses

## Q

### *What do you consider to be your greatest challenge at this time?*

- A healthy lifestyle is never out of style. Your guest count on you to have their best interest in mind from the time they walk in your door until they leave.
- A third closure!!! Missing the holiday season in addition to having missed the entire summer.
- Achieving sales targets due to the decline in the overall hospitality industry
- Anxiety
- Balance between chaos and calm.
- Booking services to keep my employees employed. Our stats are much lower right now and with staff relying on commission & tips, it's hard when I have to tell them they only have X amount of services today or even call them off completely. It's mind-blowing how much of a dramatic turn it has taken. We were slammed this summer, but once November hit we have been having a hard time filling our available slots.
- Charting unknown waters
- Client retention
- Communications with and between staff and employees
- Completely changing the way we think and operate. Having our therapists and guests be in alignment.
- COVID starts and stops
- creating new sources of revenue to make up for loss of guest capture.
- Daily fears of keeping associates and guests safe and whether financially, we can sustain the losses.
- Dealing with the loss of my mom. We weren't able to be with her.
- Dealing with the pandemic
- Driving larger sales to spas
- Economic and emotional recovery
- Employee engagement & drive as many have been away from work for many months

- Employee Morale. It's tough to keep employees engaged and motivated when sales are down and the phone isn't ringing
- Encouraging employees to come back to work.
- Enticing guests to come in for spa services.
- Extremely reduced staff, low motivation
- FEAR Guests being afraid
- Feeling overwhelmed and under motivated
- Feeling up to date when the time comes to provide services again.
- Financial burden.
- Finding as many physical/emotional outlets during increasingly cold weather - fewer walks with friends, fewer socially distanced gatherings, less fitness activities.
- Finding business
- forecasting for the unknown (expected biz levels, labor needs, inventory, PPE expenses)
- Getting enough business to support the business
- Getting guests to comply to safety standards.
- Getting my massage licenses and malpractice insurance renewed.
- Getting through furlough with a job
- Health & safety of guests and staff
- Hiring staff to meet business demand
- I am grateful that we can ride this out. The vaccines will be here soon. I have had people I care about lose relatives and direct family members throughout the country. I feel tremendous empathy for all of us that have had the loss of a loved one/s, a career, their job. These times are difficult, challenging, but we will come back, and that's what counts. Do the best thing for you and yours until the right thing comes back.
- I feel the most stress when trying to establish new contracts with brand new spa & wellness clients. As my niche was always being able to be there in person to personally convey a sense of understanding, confidence and the need for utilizing a wellness professional for their project. Although there are so many great tech advances now for group calls videos etc. I find that nothing really places the genuine warmth of face-to-face conversations when you're dealing with someone who really is in a new area of unknown.
- I feel we have risen to the challenge of providing a safe and comforting environment. And I feel we have ensured our guests that we have done so.
- I'm launching a new aspect to my business - supplying MASSAGE OASIS to the South African market, so trying to get spas and salons to buy the product
- Keep connected to people we love but can't see/hug
- Keep staff financially whole.
- Keeping a positive attitude through this time.
- Keeping employees and family from despair
- Keeping employees furloughed and not laid off.
- Keeping everyone calm and not stressed-myself included. Such fear of the known and unknown.
- Keeping members safe and happy due to covid concerns. Keeping my staff busy enough to make a living

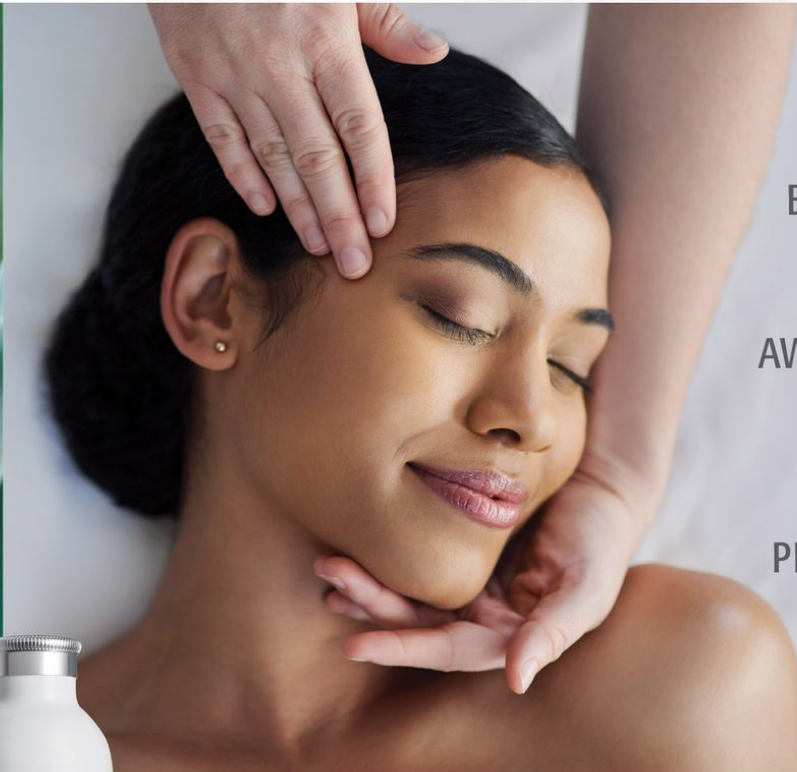
- Keeping my team healthy (both physically and mentally) whilst trying to keep our business open and active
- Keeping myself motivated and busy
- Keeping sales growing. Keeping my son motivated at college under the difficult times.
- Keeping sales team motivated
- Keeping staff motivated and continuing to move forward. Staying positive.
- Keeping staff motivated and feeling safe.
- Keeping the spa running with the current numbers of covid in our state
- Last-minute cancellations
- Levels of business
- Locating a retail space worth investing in, signing a long-term lease.
- Lots of extra time on hand. I'm work and sell products to hotels and spas and a lot are closed and or scaled way back.
- Maintaining a positive team morale during the ebb and flow of business levels this year. It has been a challenge for everyone this year, especially those with families to support.
- Maintaining perspectives of gratitude and happiness
- Maintaining/Fostering relationships
- Make members aware of the importance of using the mask all the time, get the members' confidence to get spa services specially facials and massages.
- Managing negative cashflow.
- marketing, building social media, gaining clientele
- Miss ability to travel and spend time with family and friends without the worry of becoming ill or worst.
- My business relies on massage and spa clients going into a facility for services in order to be exposed to our retail after-care products. As a startup, this has posed a HUGE challenge for us. BUT, that said, turning lemons into lemonade, this has given us the time and opportunity to be creative with product-lines and sourcing great partners.
- Not being able to physically get to see our spa partners in real time as opposed to virtual!
- Not being selfish
- Patience in waiting for travel to return for both work and leisure.
- permanent employment
- Personally - staying motivated and not burning out. Professionally - Keeping my staff staying positive through all of the ups and downs.
- Planning.... We are not sure what to expect and how to plan for our future
- Putting guests at ease, gaining their trust.
- Quarantining and staff worrying about work together with reduced occupancy and upset guests when they can't get in for treatments
- Rapid pace of change, not enough time to react to things.
- Separation on busy days
- Shrinking business levels.
- Social distancing and financial barriers
- Spa had to close a 2nd time due to shelter in place orders from the County
- Staff! We still can't keep enough staff - LMTs and Estis.

- Staffing and driving business to the spa
- Staffing during the pandemic
- Staffing.
- Staffing. We're short staffed at the desk. I would also like to hire another therapist or two, but am afraid I'll have to lay people off again this winter.
- Staffing. It is difficult to find good therapists that are wanting to work during a pandemic
- Staying focused and healthy mentally and physically with so many factors at play. Trying to ensure our spa locations can stay as busy and relevant as possible in this new quickly evolving landscape.
- Staying focused, managing my time, deciding what is most important to be putting my resources toward so that I can have the greatest positive impact.
- Staying physically active while working remote.
- Staying positive
- The biggest challenge is learning to work with less staff due to the lay off's.
- The complete unpredictability of business volumes. It has been a total roller coaster.
- The diversity of opinions. Striving to please everyone and meeting an array of expectations is very challenging.
- The futility in trying to plan for the short-term future.
- The greatest challenge continues to be moral on property. Employees stress levels and emotions are running high during the pandemic. We as a spa leadership team have come up with several new initiatives to recognize employees and keep them engaged during the pandemic. I have found that communication continues to be key. It is the best way to ensure employees have facts, accurate information, and can ask questions or share concerns with the leadership team.
- The hospitality industry is suffering. The greatest challenge is lack of guest traffic.
- The increasing number of reported cases. Staff feeling safe. Making sure the business stays open.
- The pandemic reopening, keeping the staff safe while trying to squeak a profit to keep the doors open and show our ownership that we can make this work, is heavy on my mind constantly.
- The uncertainty of California's rules on COVID and opening for guests and students
- The uncertainty of it all. Not knowing if we will have to close, for how long, when, etc. It is very challenging
- The unknown future
- The unknown nature of the pandemic.
- The unknown surrounding how busy this winter season at a ski resort will be is our biggest challenge. We will either be incredibly busy because all the restaurants are shut and people don't have much else to do or we will be very slow as a reflection of cancellations due to restaurants being closed. It's hard to know how to staff and stock being in the middle of record numbers, either more or less than usual.
- The unknown: Knowing if our business partners and clients will remain open or closed. How soon will the recovery start.
- Therapist morale/unfair criticism of management.
- to generate sales from spas that either not open yet, have had to close again or are operating at less capacity. Also, spas are not paying invoices which is not good.
- To keep focused when things are constantly changing.

- Trying to get our spas now more than ever to understand the need for healthy hydration and wellness in their spas.
- Visiting family
- Waiting to reopen business
- We are hopeful and positive at this time, the challenge for everyone is to remain hopeful and positive as we press on!
- We have been in the forefront of bringing wellness into the spa and resort arena for over 17 years.
- Working from home.
- Working through the uncertainty, darkness and melancholy towards the deeper regenerative sources of Soul... found eternally in the Healing Waters of Nature.

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