



SNAPSHOT
SURVEY

YEAR IN REVIEW

RESULTS REPORT | **DECEMBER 2023**

YEAR IN REVIEW: 2023

This month's "Year in Review" Snapshot Survey highlights individual ISPA members' personal and professional experiences from 2023. The survey gained insights into respondents' personal activities, workplace health status, interests and favorites in a lighthearted look into the ISPA community.

Nearly four out of five respondents reported attending a multi-day spa industry conference or event, displaying the extent to which ISPA members constantly seek to stay at the forefront of industry developments and education. More than half of them (62 percent) put their knowledge into action by taking on additional work-related responsibilities. Encouragingly, nearly half (48 percent) of respondents received a pay raise. Role longevity likely played a role in this statistic, with 85 percent of respondents remaining in the same position throughout 2023.

Perhaps the brightest highlight of the report was 94 percent of all respondents saying they enjoyed working in the spa industry. That number increased for spa respondents, 97 percent of whom reported the same. These statistics support a convincing argument that a career in the spa industry is both rewarding and fulfilling.

Instagram came in first place among 80 percent of respondents for their top personal enjoyment social media platform, followed by a neck-and-neck Facebook and LinkedIn (at 64 and 63 percent respectively). Interestingly, TikTok came in sixth with only 20 percent of respondents claiming to be users.

ISPA members also shared some of their 2023 challenges and favorites, from books to new spa products to television shows and fitness devices. Yellowstone, Ted Lasso and White Lotus continue to be the favorite shows from among the ISPA community.

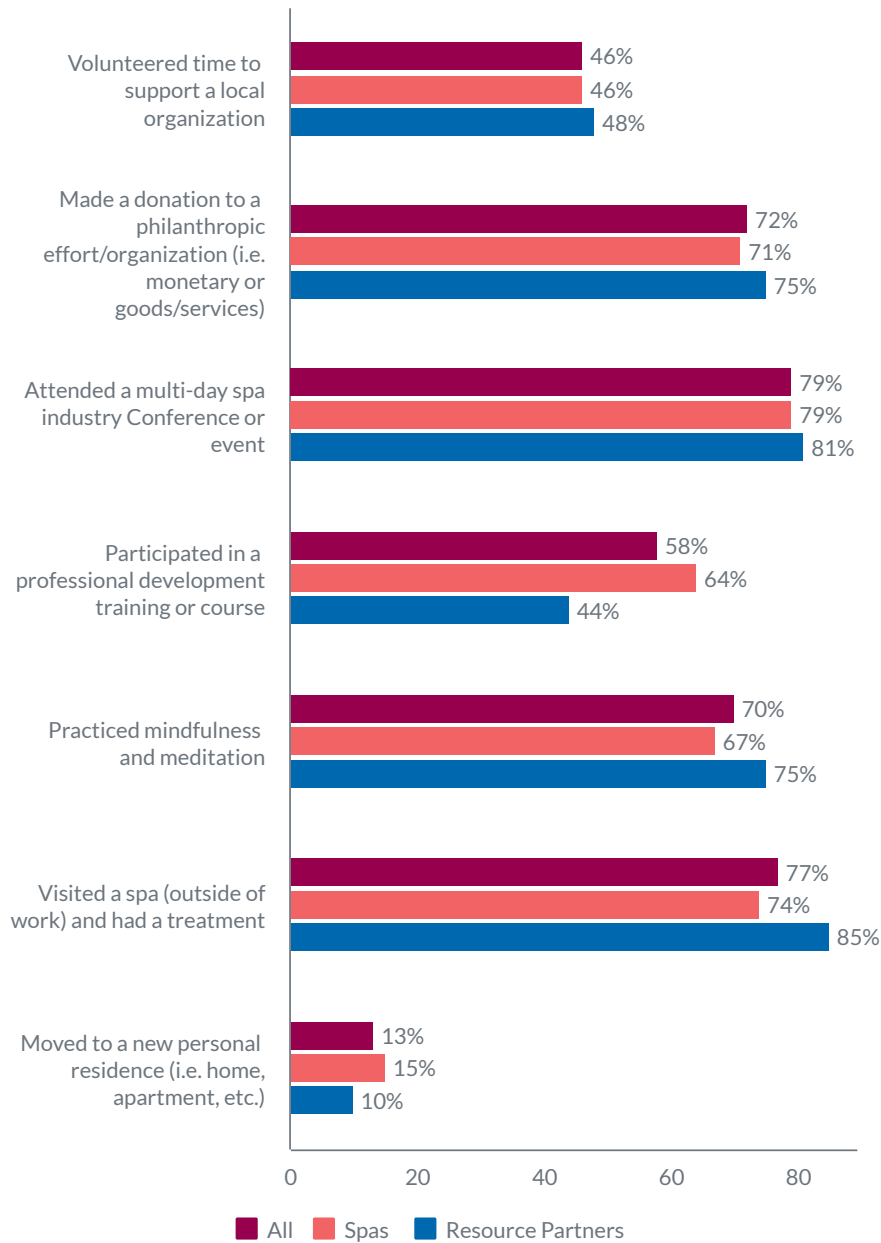
The results analysis of this survey includes answers from 316 spa industry professionals who completed the December Snapshot Survey from December 1, 2023 to December 11, 2023.

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Which of the following activities, if any, have you participated in this year?

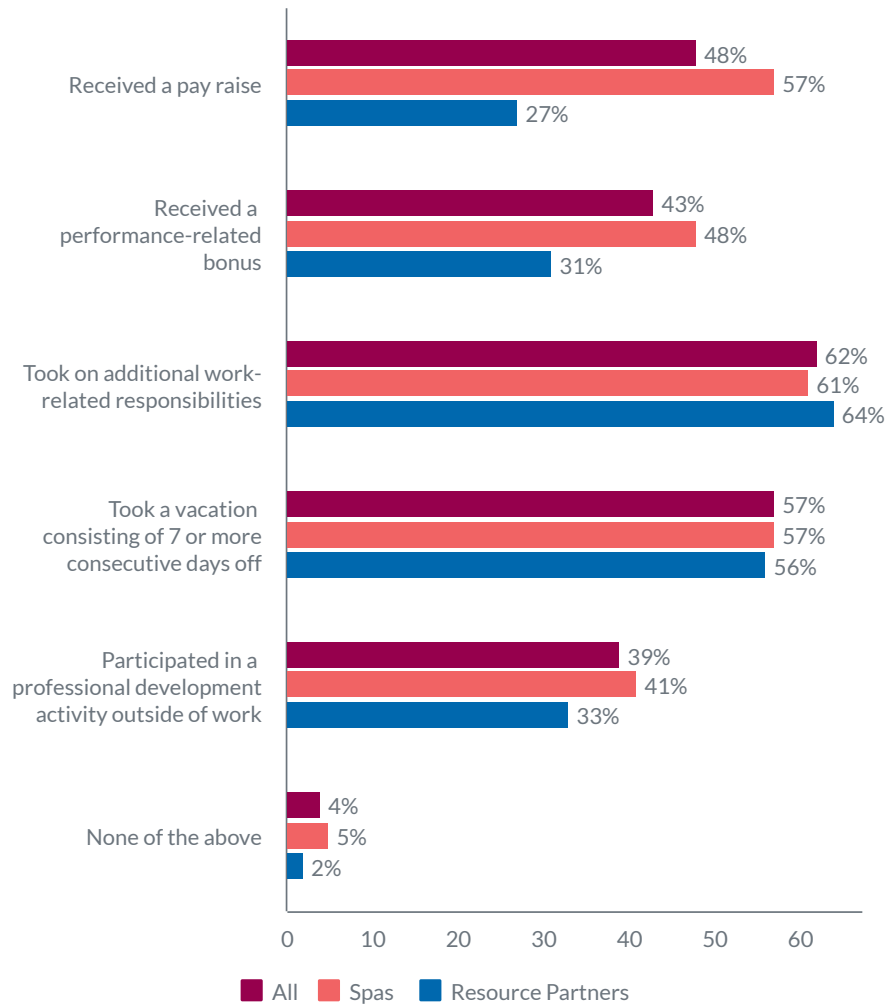
ACTIVITIES WITHIN THE PAST YEAR





Which of the following applied to you in 2023?

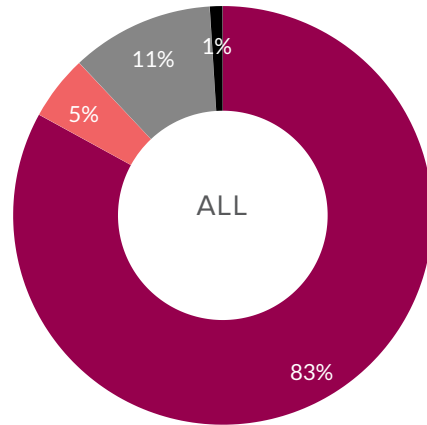
APPLICABLE IN 2023



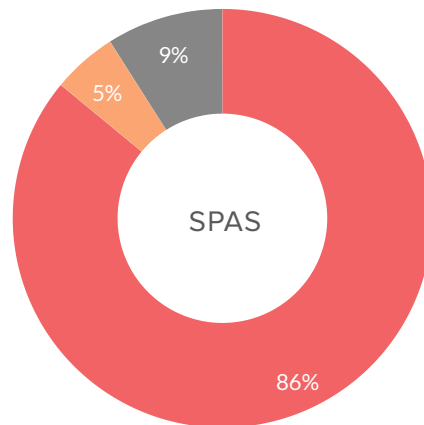


Have you changed jobs in 2023?

JOB CHANGES IN 2023

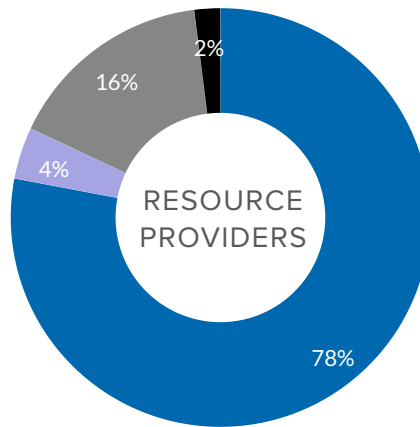


■ No (83%) ■ Yes, I changed jobs within the same company (5%)
■ Yes, I took a job with a new employer (11%) ■ Other (1%)



■ No (86%) ■ Yes, I changed jobs within the same company (5%)
■ Yes, I took a job with a new employer (9%)

JOB CHANGES IN 2023



- No (78%)
- Yes, I changed jobs within the same company (4%)
- Yes, I took a job with a new employer (16%)
- Other (2%)



Please rate your level of agreement with each of the following statements.

ALL		1 STRONGLY AGREE	2 SOMEWHAT AGREE	3 NEUTRAL	4 SOMEWHAT DISAGREE	5 STRONGLY DISAGREE
	I have a healthy work-life balance.	20%	34%	19%	19%	8%
	I am appreciated at work for my contributions.	40%	40%	12%	7%	1%
	I am actively seeking new job opportunities.	8%	17%	23%	19%	33%
	I am experiencing burnout with my current job.	8%	24%	21%	23%	24%
	I enjoy working in the spa industry.	74%	20%	5%	1%	1%
	My average stress level feels healthy.	14%	32%	27%	22%	4%
I take time for myself when needed.	20%	35%	18%	19%	7%	

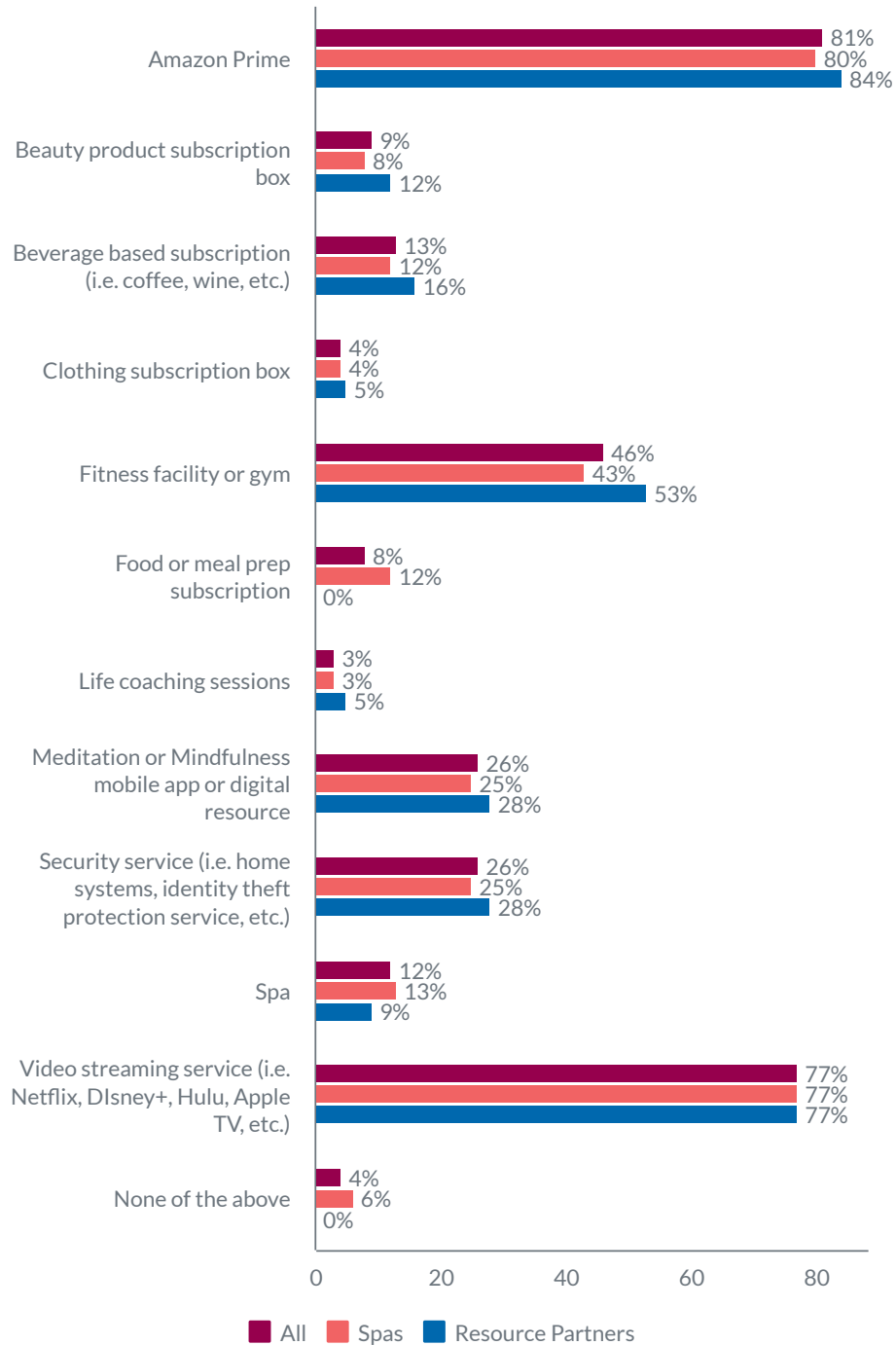
SPAS		1 STRONGLY AGREE	2 SOMEWHAT AGREE	3 NEUTRAL	4 SOMEWHAT DISAGREE	5 STRONGLY DISAGREE
	I have a healthy work-life balance.	13%	34%	20%	23%	10%
	I am appreciated at work for my contributions.	34%	42%	15%	9%	1%
	I am actively seeking new job opportunities.	9%	21%	25%	21%	25%
	I am experiencing burnout with my current job.	9%	25%	26%	20%	19%
	I enjoy working in the spa industry.	79%	18%	2%	1%	0%
	My average stress level feels healthy.	11%	32%	28%	26%	4%
I take time for myself when needed.	13%	34%	21%	21%	11%	

RESOURCE PARTNERS		1 STRONGLY AGREE	2 SOMEWHAT AGREE	3 NEUTRAL	4 SOMEWHAT DISAGREE	5 STRONGLY DISAGREE
	I have a healthy work-life balance.	35%	35%	16%	9%	5%
	I am appreciated at work for my contributions.	53%	37%	5%	2%	2%
	I am actively seeking new job opportunities.	7%	9%	16%	14%	53%
	I am experiencing burnout with my current job.	7%	21%	7%	30%	35%
	I enjoy working in the spa industry.	62%	24%	12%	0%	2%
	My average stress level feels healthy.	23%	33%	26%	14%	5%
	I take time for myself when needed.	37%	37%	12%	14%	0%



Which of the following types of businesses do you currently hold an annual membership or subscription that extends year-round access or benefits?

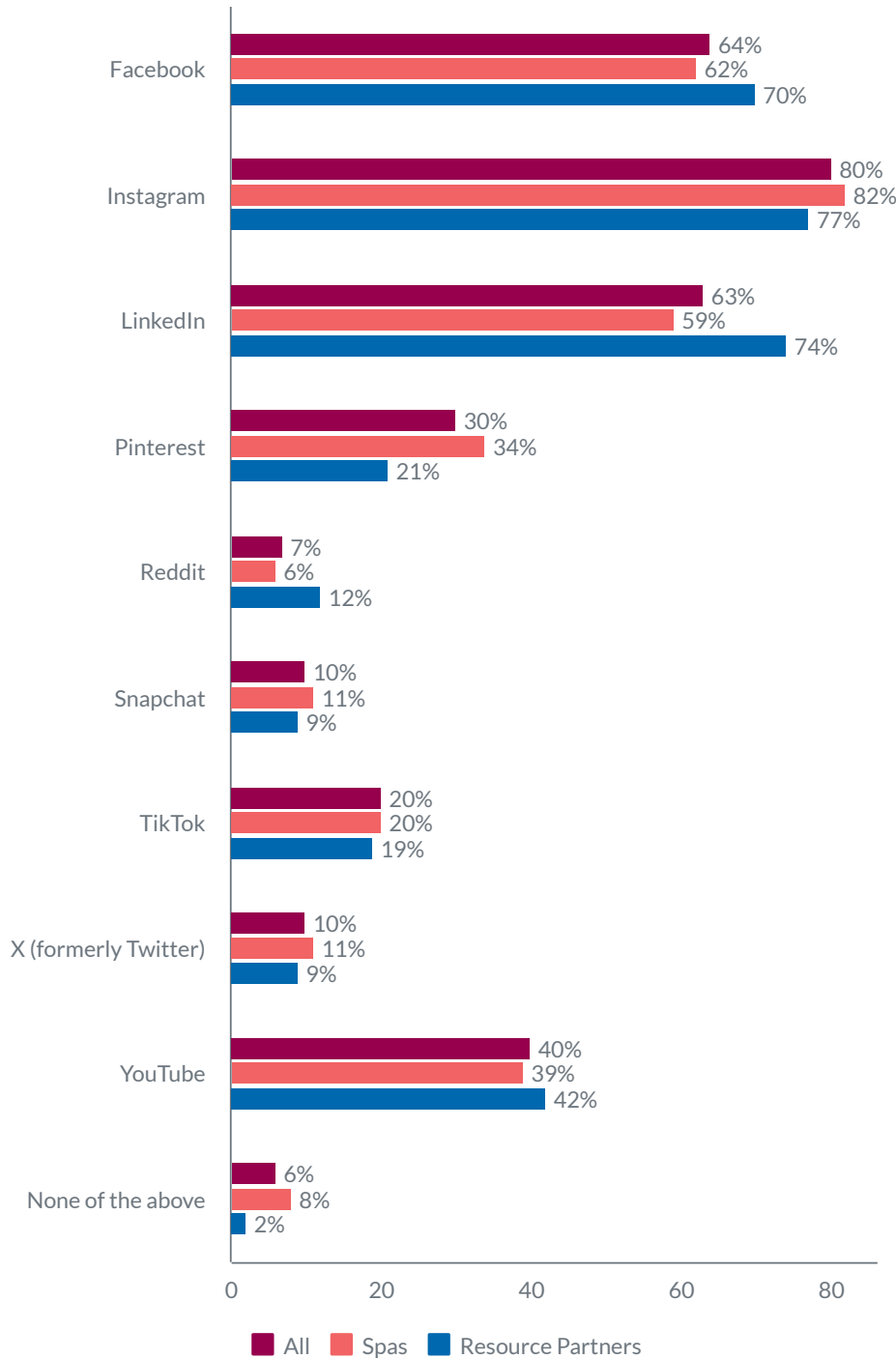
CURRENT ANNUAL MEMBERSHIPS





Which of the following social media platforms are you using for personal enjoyment (i.e. entertainment, shopping, learning a new skill, etc.)?

SOCIAL MEDIA PLATFORMS USED FOR PERSONAL ENJOYMENT



2023 FAVORITES (ALL RESPONDENTS)

Numbers in parentheses indicate identical responses

FAVORITE BOOK YOU READ

- 12 Rules of Life
- 1Q84 by Haruki Murakami
- 48 Laws of Power by Robert Green
- 5 Sec Rule
- 84 Charing Cross Road
- A Little Life
- All the Light we Cannot See (2)
- American Dirt
- Anything about personal growth and learning to manifest desires
- Anything from Sarah J Maas or Rebecca Yarros
- Anything, Margret Atwood
- Ask and It is Given
- Atomic Habit
- Barbra
- Be Nice or Else!
- Believe It by Jamie Kern Lima
- Bible (2)
- Biography of John Wayne
- Books by Swami Sivananda
- Breaking the Habit of Being Yourself
- Breath by James Nestor
- Brene Brown, Dare to Lead (again, but this time with my leadership team)
- Chance — A children's book
- Change your Thoughts Change your Life by Dr. Wayne Dyer
- Colleen Hoover (2)
- Colleen Hoover, It Ends With Us
- Crossings, Ben Goldfarb
- Diamond Eye
- Die With Zero
- Edgar Cayce on Reincarnation
- Fast Like A Girl
- Finding your Purpose, Ikigai
- Five Gold Rings
- Fourth Wing
- From Strength to Strength, Arthur C. Brooks
- Harlem Shuffle, Colson Whitehead
- How to Live Like a Monk
- Infinite by Jeremy Robinson
- It Ends With Us
- Journal-IJPHA
- Lessons In Chemistry (2)
- Lincoln
- Mad Honey
- Mexican Gothic
- Open by Andre Agassi
- Outlive, Peter Attie
- Real Love: The Art of Mindful Connection by Sharon Salzberg
- Sheldon Siegel Series
- Spark by Jackie Isinger
- Start with Why
- Staying Healthy With the Seasons by Elson Haas
- Super Bloom
- The Alchemist (2)
- The Covenant of Water
- The Great Believers by Rebecca Makkai
- The House of Fortune - Jessie Burton
- The Indigo Girl by Natasha Boyd
- The Inspirational Leader by Giford Thomas
- The Lincoln Highway by Amor Towles
- The Marriage Portrait, Maggie O'Farrell
- The Power of Now, Eckert Tolle
- The Psychology of Money
- The Rose Code
- The Seven Husbands of Evelyn Hugo
- The Soulmate by Sally Hepworth
- The ULTIMATE Happiness PRESCRIPTION, Deepak Chopra
- The Wife Upstairs

- The Woman in Me, Britney Spears
- Think Again, Adam Grant
- Tomorrow and Tomorrow and Tomorrow
- Unreasonable Hospitality (3)
- Upstream
- When Race Trumps Merit
- When we Believe in Mermaids
- WONDERHELL

FAVORITE NEW SPA PRODUCT

- 111 skin mask
- A.G.E. eye advanced (skinceuticals)
- Acerly Farms gold cbd body oil
- Antedotum sunscreen is spectacular and sells really well!
- Aromatherapy oils
- At home salt chamber
- Auteur hyaluron activator
- Babor CBD
- Babor multivitamin ace body cream
- Babor triple retinol cream
- Band of gold fitness line
- Bathorium
- Bio-effect EGF Serum
- Breath of Clarity from Lola's Apothecary
- Buff City Soap - shower oil
- Cause Medic can't live without
- CBD cream
- Cell cosmet serum
- Comfort zone
- Dior
- Dr. Dennis Gross biocellulose mask and their LED mask!!!!
- Elemis marine line
- Elemis night cream
- Eminence bakochoi moisturizer
- Eminence bakuchiol + niacinamide moisturizer
- Eminence pineapple tonic
- Energy bits
- Epicutis serum (2)
- Essence – aromatherapy nose ring
- Essence One 'energy' body oil
- FarmHouse Fresh honey heel glaze
- Glymed plus anti-aging moisturizer
- GM Collin eye patch, natura bisse vit c splash
- Gold bond
- Ground-body balm
- Healthyline gemstone pmf mat
- Homecourt
- Humble deodorant
- Hush & hush mind your mind
- Hydropeptide overnight sleep mask
- I found a body scrub that has a body butter base and it is amazing! Sold through a small business called Sanara.
- I like The Wei of Flowers.
- Irene Forte - full line is beautiful
- It's not new but I'm loving Saltablity ... The stones are so pretty really giving a nice light in our treatment rooms, and they are way easier to clean and take care of ... They heat up fast. I wish we would have switched before.
- It's not new but significant improvements in steam room technology
- Jane Iredale corrective serum
- Kalyan CBD
- Knesko skin
- Leef CBD chill balm
- Linhart teeth whitening ;)
- Locally made coconut lemongrass hair & body oil by Pure Niceness
- Lola's Apothecary
- Lotus Wei – all things
- Madison + green aromatherapy (retail inhalers and back bar products)
- My eye pillow
- Nanoneedling with facial
- Naturopathica calenjula cream

- New to me – glycolic & retinol pads by skinscript
- Nodpod
- Nodpod eye mask and blanket
- PCA hyaluronic lip booster
- Pedi scrub
- Peppermint foot scrub
- Pigm 400 lotion
- Potato peel by Beekman 1802
- Privai muscle therapy lotion
- Pure Fiji dragon fruit exotic oil
- Realea flagship five & tactus massage oil, bee inspired body butter & body scrub, pca skin: neck & décolleté cream, hyaluronic night mask
- Regenerative filler from Skin Authority
- Rizo radiance
- Sankara oils!
- Serum 71 by Circadia
- Shankara's ghee sutra face emulsion!
- Skin Authority
- Skin Authority, phytomer & intraceuticals
- Sonrei sunscreen
- Sothys body elixir – codage skin water!
- Sothys retinol and vitamin c capsules and also their new pigmentation corrector line.
- The Nodpod eye mask
- The source & the force by Seed to Skin
- Theraface mask
- Thermabliss hot stones
- Valmont (3)
- Valmont lumi line
- Venn
- Voya buoyancy body butter
- Voya squeaky clean body wash
- Well system wave by jk services
- Wellsystem relax hydromassage bed
- Zbiotics

FAVORITE SHOW, SERIES, DOCUMENTARY OR MOVIE WATCHED

- 1883
- 192
- AGT
- All The Light We Cannot See
- Alone
- A Man Named Otto
- Amazing Race
- Asteroid City
- Avatar 2
- Avatar: The Way of Water
- Barbie (2)
- Beckham
- Beef on Netflix
- Best of Oprah Winfrey Motivational video (YouTube)
- Big Brother
- Big Bang Theory
- Billions
- Black Cake
- Bridgerton
- Client List
- Dopesick
- Emily in Paris (4)
- Fall of the House of Usher
- Fargo (2)
- Found
- Frazier
- Game Show
- Gilder Age
- Gilmore Girls
- Gran Turismo
- Great British Baking Show
- Hallmark Channel and all holiday movies!!!
- Headspace
- Julia, Barry
- Kiss the Ground

- Lincoln Lawyer
- Little Richard
- Live to 100
- Love Craft Country
- Lupin
- Medici the Magnificent
- Modern Family
- Momentum Generation
- Morning Show
- Murdaugh Murders
- No Hard Feelings
- Notorious Coner mcgregor
- Old Guard
- Oppenheimer (2)
- Queen
- Reacher
- Recent Movie: Oppenheimer
- Secrets of the Blue Zones (3)
- Series: Band of Brothers
- Sex Education on Netflix
- Sex Education! The new Doctor Who!
- Shiny, Happy People
- Shrinking
- Slow Horses
- Spirited
- Succession (3)
- Suits (3)
- Survivor
- Sweet Magnolias
- Taylor Swift Eras Tour
- Ted Lasso (7)
- The Crown (3)
- The Gentlemen
- The Gilded Age (3)
- The Golden Bachelor
- The Last of Us
- The Morning Show (4)
- The Nanny
- The Single Man – Tom Ford
- Twin Flame
- Ugly Betty
- Unauthorized Living
- Virgin River (6)
- Voice
- Wednesday (2)
- Welcome to Wrexham
- White Lotus (5)
- World on Fire
- Yellowstone (6)

SOMETHING NEW YOU DISCOVERED THIS YEAR THAT YOU WOULD RECOMMEND OTHERS TO EXPLORE OR TRY

- 365 Prescriptions for the Soul – an inspirational book that I love to randomly open a page each day to see what the message is.
- Active & Fit Gym membership. Lots of access to multiple gyms for one single price. Take advantage of lots of machines and group fitness classes.
- AI work tools
- Audio books
- Ballroom dancing
- Breathwork (2)
- Buying the shoes that fit your feet, rather than buying based the manufacturers' myriad, arbitrary and unreliable shoe sizing determinations.
- I made a personal commitment to complete a growing number of pushups each day for 30-days. I am proud to share, I met my daily goal and consequently, achieved the 4,650 pushups in the month of November.
- Chat GPT, other AI influenced sites
- Cold Plunging (2)
- Cryotherapy (2)

- Delegate, Delegate, Delegate!
- Essence – aromatherapy nose ring
- Fasting for a day 1-4 times a month
- Find a hobby JUST for you. Something that you do because you enjoy it, not because it benefits someone else. Find something selfish and revel in it.
- Forest Bathing
- Going to bed at 8:30
- Gong Meditation
- Greatvaluevacations.com
- Hiking with ISPA / We Work Well
- Hire a consultant! Go to the Azores!
- Homemade ginger beer
- Hot springs
- Hot/Cold therapy
- Hypnotherapy.... Its amazing.
- I joined a Board of Directors this year completely out of the spa industry. I have found it energizing to work with some new people and use my skills in a different way.
- I needed to take more time for myself this year. That will be my resolution for next year.
- I wouldn't say new, but I can tell you that food heals and focusing on our nutrition will really help our bodies. Avoid substances and foods that cause inflammation.
- Ice baths / cold plunges
- Importance of longer fasts - 2-5 days
- John Shane's Museum
- Kayaking on the ocean
- La Bella loose minerals for sun coverage and Hampton Sun self tanner
- LED Light Therapy, PEMF therapy - it is a game changer!!!!
- Listening to happy music while commuting – it makes the drive easier and calms your mind.
- Live for yourself not for your work.
- Love the Calm and Aura apps.
- Lymphatic movement
- Might sound familiar, but set a goal that builds each day - AND stick to it!
- More and better sleep
- Morning yoga
- Mushroom coffee
- MYSTRIDE – a local fitness center offering group power and HIIT classes. Love it!
- Nothing comes to mind – Always searching for a new challenging hike
- Old and new – tuning fork as a healing modality
- Oldie but a goodie: Box Breathing techniques
- Piano Lessons
- Pickleball
- Poland
- Pottery Class
- Puppy Yoga
- Rizo Radiance
- Snowshoeing
- Somatic Yoga
- Sound Healing/Singing Bowls
- Spin Class
- Start your bucket list now, why wait
- Stretching
- Swimming
- Swimming with sharks and rays
- Take time for yourself. Your health and wellbeing is important.
- The benefits of meditation and being in nature.
- The Libby app, for borrowing digital library books, magazines, articles, etc. I'm trying to reduce my carbon footprint and borrowing books is an easy way to do that, since I rarely read a book more than once.
- The One and Only – in Cabo, Mexico
- Turmeric in my coffee
- Venn
- We moved to a new city in 2022, and this year I have been trying to make new friends through community involvement and following a hobby which is disc golf.
- Wood working
- Working out in the AM
- Yoga
- Zip Lining

FAVORITE NEW FITNESS DEVICE

- 40 Day Shred on YouTube
- A good set of resistance bands, a mat and some dumbbells is all you need.
- Anasa Rebel app
- Anything for rowing
- Back to the basics. Jump rope
- Boxing gloves
- CGM system: constant glucose monitoring.
- Core First
- Cupping
- Echelon Fitness Mirror
- Eightsleep
- FASCIABLASTER!!!
- Fiton
- Golf Swing Weight
- HIIT Circuit
- Hydrow Rower
- I am a gym rat – stick with the basic free weights and cardio!
- I just love all of the Peloton content
- I like the thing that use to do headstands, but I do not know what it is called.
- It's more of a product, really: magnesium cream for muscle cramps and sleep.
- It's not new but I love my theracane
- I've been focusing more on weight and strength training these days. This paired with functional movements.
- Jetti sticks for walking as seen in Organic Spa magazine
- Jumping rope
- Kickboxing (new to me)
- Laceless Sneakers
- LADDER App - personalized strength training for home and in-gym. Great for me as I travel often and am not able to use the same gym all the time.
- Les Mills RPM spin class
- Love Club Pilates. (That's not really new.)
- Metabolic Conditioning
- Mountain Biking, Favorite workout App would be 'Callout'
- My dog
- My feet
- My Peloton App.
- Not new but hiking is my favorite weekend workout!
- Old School Insanity
- Orange Theory
- Oura ring
- Oxfit
- Peloton (4)
- Peloton continues to wow and expand their offer, leading the pack in how to make fitness a lifestyle and widely accessible.
- Peloton Guide
- Peloton, Daily Yoga for yoga and simple meditation, B-life yoga (youtube)
- Pickleball
- Power Plate
- Powerplate vibrational equipment
- Pure Barre
- Redliro Walking Pad Treadmill Under Desk
- Reformer Pilates has become my new favorite workout
- Ruck Sacks
- Rucking.... Its walking or hiking with a weighted backpack. Combines strength training and cardio.
- Speed climbing
- Technogym SKILLROW (2)
- Teeter Inversion table
- The Pod Company-Cold Plunge
- Theragun Massager
- Treadmill (2)
- Walking (2)
- Yoga (2)
- Yoga Go
- Zumba

WHAT DO YOU CONSIDER TO BE YOUR GREATEST CHALLENGE AT THIS TIME?

- Advancing and growing in the spa world
- At work – keeping operational team members for more than 6 months (reception at this moment)
- Attract outside guest of the hotel
- Balance - staffing and reasonable budgets.
- Balance of work and new motherhood
- Balancing the holidays both professionally and personally.
- Balancing work pressure and enjoying life.
- Balancing work travel
- Balancing working and being a mom to kids in Preschool and Kindergarten
- Being emotionally available in all facets of my life. Professionally, I am doing more with less which can be taxing. There just never seems to be enough time in a day to be the best father, husband, friend, professional, etc.
- Being present and having a healthy separation between home and work
- Being primary care give to my husband and working full time
- Building a team of competent and engaged people
- Call outs! Hard trying to stay ahead of team calling out sick or emergencies
- Connecting with those in similar Sales roles as myself! I have always been in roles where I had many peers within the company. At times, it can be a bit isolating to be on a small internal team!
- Continuing to grow business – with the economy and the post-pandemic high tapering off, how do we grow revenue?
- Continuing to work and not retire
- Data Science
- Deciding where to retire.
- Direction of where to go
- Educating the community
- Expanding business....increasing sales
- Finding a true purpose.
- Finding enough time for my family while fulfilling professional responsibilities
- Finding great gift items to retail.
- Finding massage therapist
- Finding qualified employees
- Finding time for myself
- Finding time to go on holidays with everyone's schedules
- Getting people to understand and trust that spa is a good investment at our property. And that if they invest the R.O.I. will be worth it.
- Going through Chemo while working full time and maintaining things at home.
- Going to therapy for some trauma in my past
- Growing an early-stage business with virtually no brand awareness
- Growing business in existing points of sale while keeping tight watch on brand image and limiting expansion to new doors.
- Having enough hours in the day.
- Hiring staff in the US
- I feel that we are still in recovery mode – we came out of COVID but staffing has still been a challenge. Discovering what the new generation of employees wants, what will keep them around, what attracts them to a job.
- I have not liked my job in such a long time that it affects my whole demeanor negatively, and that is something I need to change.
- I've had to reevaluate several components of my operating structure this year. I will need to make some big changes in the new year that my staff may or may not be on board with. It's scary but exciting to see what we can accomplish when all the numbers are finally working for us. It's been a journey!
- Illness call outs
- Is throwing a party due to everyone's schedules

- Keeping a calm, steady demeanor amidst constant change and challenge.
- Keeping up and discerning what is a trend and what is a fad for the future of spas
- Keeping up in this fast paced world.
- Lack of response/poor communication from spa directors
- Lack of spa business
- Lack of time. Time to get my work done, time to save money for my retirement, time with my family before the kids grow up and are gone.....
- Leadership taking spa more seriously as a revenue center
- Managing a spa with less support staff, yet the same volume as before the pandemic.
- Mental sharpness
- Motivation to workout
- My biggest challenge still is being able to take real time off. 2023 has been extremely challenging for me with staff shortage.
- My greatest challenge at this time is time management, setting boundaries and lack of discipline
- Navigating career path
- Near death of partner
- New clients
- Next step in my career.
- Not enough time
- Not seeing my children enough
- One of the biggest challenges, I believe, is to adapt to a different culture and try to motivate a team that constantly lacks motivation and doesn't like to go the extra mile
- Personal – spending quality time with my wife.
- Personal time.
- Preparing for maternity leave
- Prioritizing my own health and wellness. I am great at taking care of everyone else, just need to find more time and love for myself.
- Project management with roll outs, managing all the way through. Expanding spa into groups/rooms, changing behaviors can be challenging
- Pulling a team together to build a new service
- Releasing generational trauma
- Sales are slow and spa directors seem overwhelmed
- Scale and getting emails answered
- Self promotion
- Spending enough time with family
- Staffing (5)
- Staffing & support
- Staffing and continued client callouts due to COVID and/or RSV/Flu
- Staffing is the biggest challenge at work this year. Therapists are holding multiple positions and scheduling is increasingly difficult as all staff is limited.
- Staffing- keeping them busy and ensuring a very spa savvy demographic is impressed with the experience with minimal facilities/ amenities available.
- Staffing, time for innovation and collaboration.
- Staying calm after a renovation gone wrong.
- Staying disciplined
- Staying focused on checking tasks off my to do list
- Staying on a healthy path
- Taking time for myself
- The economy
- Time for me
- Time management (2)
- Time management and organization of multiple projects. Say no or professionally declining new projects.
- Time to do everything that I need to do in a typical work week.
- Time to do everything.
- To be a better person than yesterday.

- To inspire
- To stop being a people pleaser
- Too many things unsettled in my life right now :)
- Too much opportunity and not enough focus on strategic priorities.
- Weekend work
- Work life balance continues to be my challenge
- Work life balance. Learning to adjust in a new environment.
- Work/Life Balance
- Workload