



# SNAPSHOT SURVEY

YEAR IN REVIEW: 2024

RESULTS REPORT | **NOVEMBER 2024**

## YEAR IN REVIEW: 2024

This month's "Year in Review" Snapshot Survey highlights individual ISPA members' personal and professional experiences from 2024. The survey gained insights into respondents' personal activities, workplace health status, interests and favorites. A total of 83 percent of respondents reported they practiced gratitude in 2024, while 79 percent said they attended a multi-day spa industry conference or event. This shows ISPA members' dedication to self-care and remaining at the forefront of industry developments and education. More than half (64 percent) of respondents took on additional work-related responsibilities in 2024, with 57 percent receiving a pay raise. Heightened managerial awareness of work-life balance and attention to increasing benefits and flexible schedules potentially contributed to 83 percent of respondents remaining in the same position throughout 2024.

This report highlights impressive outcomes for the spa industry, with a noteworthy finding that 74 percent of respondents indicated they enjoy working in spa. This result shows a high level of employee satisfaction, which can contribute to improved performance, retention and overall profitability.

When it comes to the most popular social media platform for personal enjoyment, Instagram ranked first, with 79 percent of respondents choosing it, followed by Facebook at 66 percent and LinkedIn at 50 percent.

ISPA members also shared some of their 2024 favorites, from books and favorite television shows to hobbies and new spa products. You won't want to miss the great recommendations provided by ISPA members along with what they are most looking forward to in 2025.

The results analysis of this survey includes answers from 289 spa industry professionals who completed the November Snapshot Survey from November 15, 2024, to November 25, 2024.

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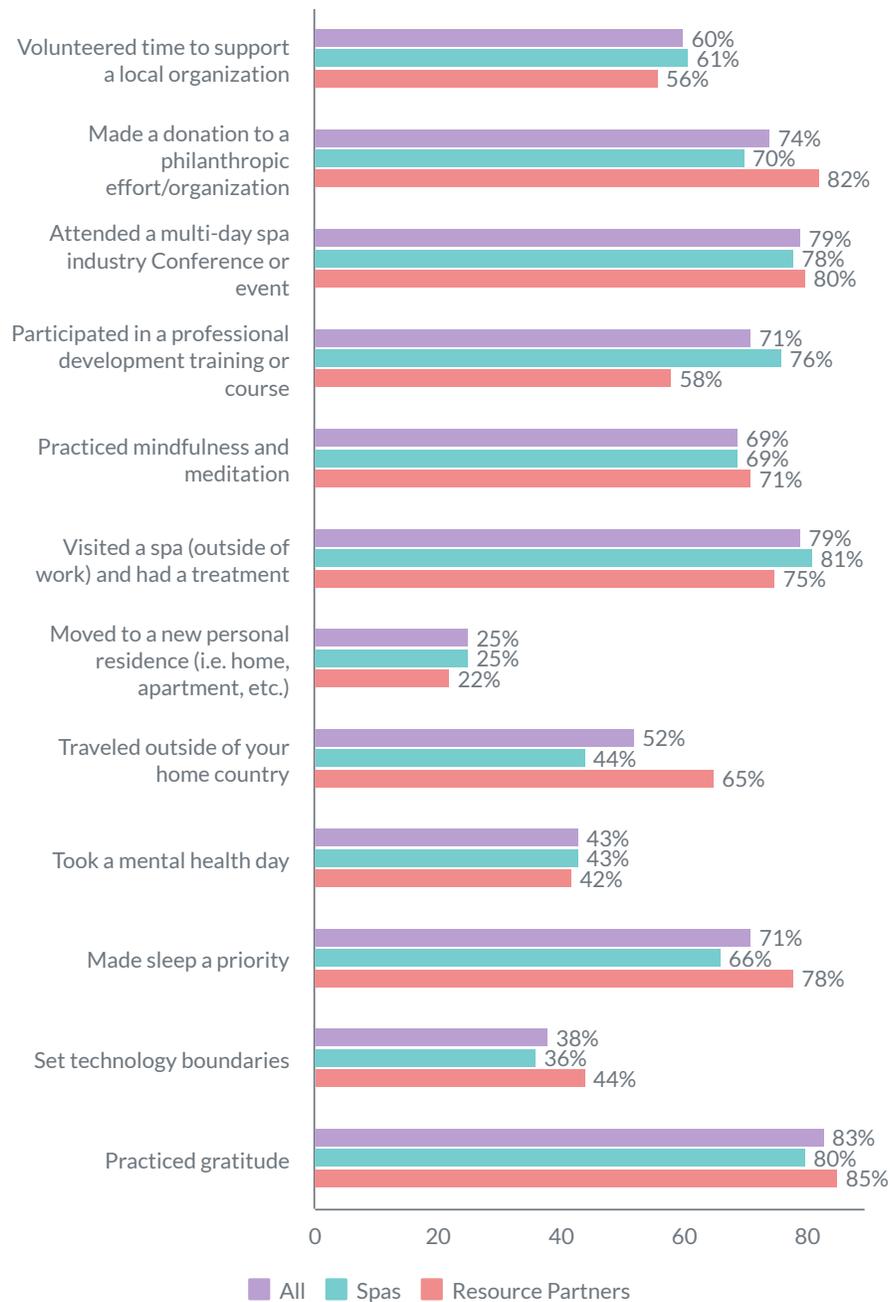


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Which of the following activities, if any, have you participated in this year?

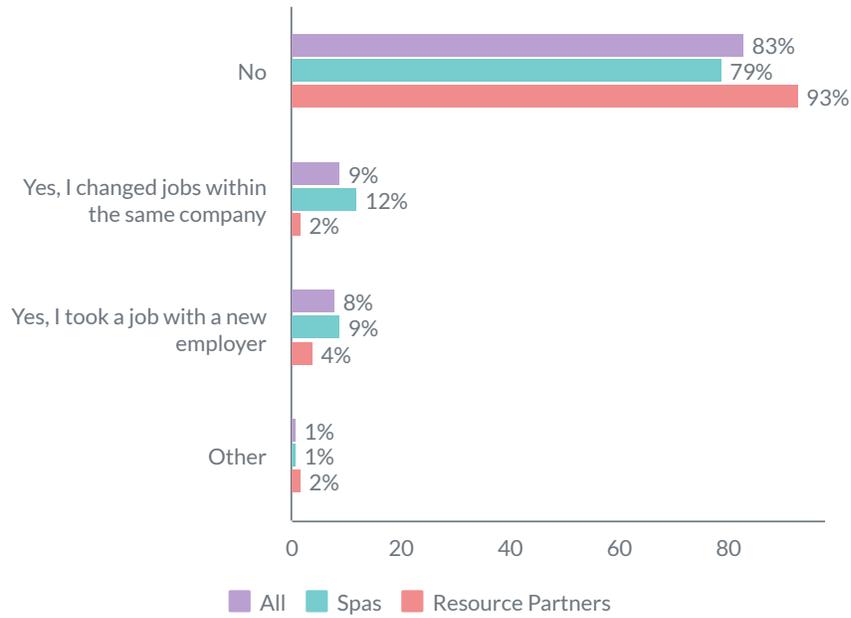
2024 ACTIVITIES





Have you changed jobs in 2024?

JOB CHANGE IN 2024





### *What motivated you to take a job with a new employer?*

- Career growth and build on experience
- Closer to family
- Different location, more challenging landscape
- I was motivated to take the role as Director of Sales at FACTORFIVE Skincare because I saw an incredible opportunity to contribute to a company that aligns with my values and professional aspirations. FACTORFIVE is known for its talented team, innovative approach, and commitment to ethical business practices, which truly inspired me.
- I was motivated to take this job because the ownership and leadership team share values that closely align with mine. Their genuine care for the well-being of their team, not just their guests, resonated deeply with me. Additionally, the timing was perfect, aligning with an exciting chapter for this property and its offerings. The role itself also perfectly matches my skills and passions, making it an easy and fulfilling decision.
- In contrast, my previous role became challenging due to a workplace culture that didn't foster respect and growth, and I experienced treatment that was far from professional. That experience underscored how important it is to work in an environment where collaboration, respect, and integrity are valued, and I'm excited to bring my expertise to a company that embodies these principles.
- My company laid off many of their executive team members, thus forcing new employment.
- My husband received an out of state opportunity, so I needed to move.
- My manager/leadership at my previous job
- Needed for personal health and professional growth
- Opportunity and Need
- Promotion and career goals
- Title and salary



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.	22%	38%	16%	15%	8%
	I am appreciated at work for my contributions.	48%	32%	11%	8%	1%
	I am actively seeking new job opportunities.	9%	12%	24%	17%	38%
	I am experiencing burnout with my current job.	8%	19%	24%	21%	29%
	I enjoy working in the spa industry.	74%	19%	5%	1%	1%
	My average stress level feels healthy.	20%	30%	25%	18%	7%
	I take time for myself when needed.	24%	36%	14%	17%	8%

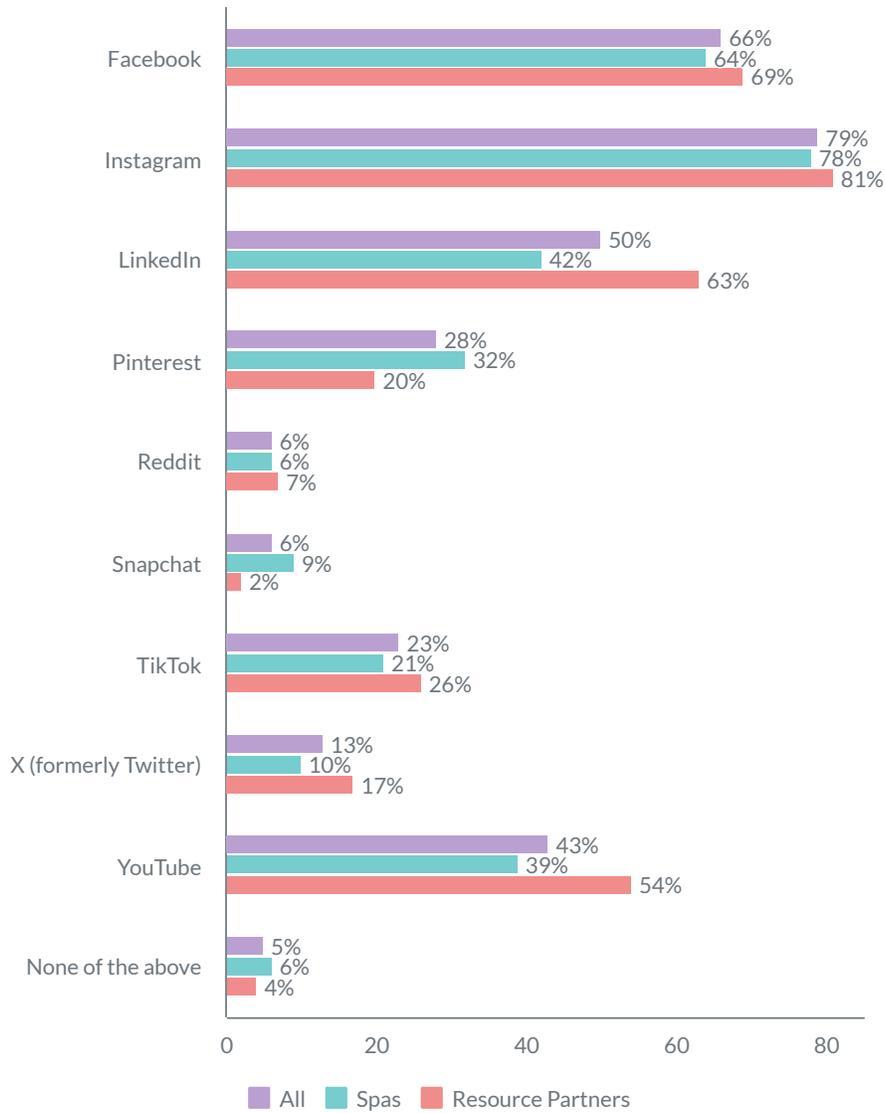
SPAS		1 STRONGLY AGREE	2 SOMEWHAT AGREE	3 NEUTRAL	4 SOMEWHAT DISAGREE	5 STRONGLY DISAGREE
	I have a healthy work-life balance.	20%	34%	19%	16%	12%
	I am appreciated at work for my contributions.	43%	32%	12%	11%	2%
	I am actively seeking new job opportunities.	9%	14%	26%	20%	31%
	I am experiencing burnout with my current job.	11%	20%	30%	17%	23%
	I enjoy working in the spa industry.	76%	19%	4%	0%	1%
	My average stress level feels healthy.	17%	29%	25%	21%	9%
	I take time for myself when needed.	20%	33%	15%	21%	12%

	1 STRONGLY AGREE	2 SOMEWHAT AGREE	3 NEUTRAL	4 SOMEWHAT DISAGREE	5 STRONGLY DISAGREE	
<b>RESOURCE PARTNERS</b>	I have a healthy work-life balance.	<b>26%</b>	<b>46%</b>	<b>11%</b>	<b>15%</b>	<b>2%</b>
	I am appreciated at work for my contributions.	<b>54%</b>	<b>35%</b>	<b>7%</b>	<b>4%</b>	<b>0%</b>
	I am actively seeking new job opportunities.	<b>9%</b>	<b>9%</b>	<b>17%</b>	<b>15%</b>	<b>49%</b>
	I am experiencing burnout with my current job.	<b>2%</b>	<b>21%</b>	<b>13%</b>	<b>26%</b>	<b>38%</b>
	I enjoy working in the spa industry.	<b>70%</b>	<b>21%</b>	<b>6%</b>	<b>4%</b>	<b>0%</b>
	My average stress level feels healthy.	<b>26%</b>	<b>30%</b>	<b>26%</b>	<b>15%</b>	<b>4%</b>
	I take time for myself when needed.	<b>31%</b>	<b>43%</b>	<b>15%</b>	<b>9%</b>	<b>2%</b>



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

PERSONAL SOCIAL MEDIA USE



## 2024 FAVORITES (ALL RESPONDENTS)

*Numbers in parentheses indicate identical responses*

### FAVORITE SOCIAL MEDIA ACCOUNT TO FOLLOW

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- @aguynamedpatrick
- @the\_lymphatic\_brush
- Anything with babies laughing and yellow lab puppies!
- Cult Gaia, Kim Kardashian, Sarcasm-only, Miley Cyrus, logansfewd, vibin with tay
- Currently Savour Beauty on Instagram. I came across this beautiful Korean skin care and absolutely fell in love with it because it incorporates not only self-care, soul care and amazing skin care, but just a resounding positivity from the founder.
- Family and friend's accounts. Also enjoy following other spa accounts from around the world.
- Foodandwine
- Health related and comic relief
- I am rarely on any social media platform. I do love to look at YouTube videos as a simple way to learn new things or techniques with an understanding that for most things additional education or training is required.
- I enjoy each of the different perspectives. It's like picking a favorite child - it depends. LOL
- Instagram 143movent
- Instagram - linenandflax
- It was LinkedIn until it started to become too personal
- It's pure gold!
- Joel Bushby and his wife Stephajade
- Kookslams
- Lisecharmel\_officiel
- Mamouz
- My kids
- New Beauty
- Newsmax
- NY Times
- One is goodnews\_movement, soulseedsforall,youronlysourceofserotonin
- Peaches and Diesel and Gary Vee
- Podcasts
- Products, and cooking baking sites
- Random posts so I do not get in a rut.
- Tanks good news
- Tasty
- Travel blogs
- Youtube for the artists
- Zion National Park Instagram

## FAVORITE BOOK YOU READ

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- The Iliad by Homer
- A Gentleman in Moscow
- A Poison Like No Other
- A World Without Email by Cal Newport
- Acotar
- American Dirt
- Andre Agassi autobiography 'open'
- Art of Happiness
- Barefoot, Elin Hilderbrand
- Big Magic: Creative Living Beyond Fear
- Boundaries for leaders
- Breath
- Bright Young Women by Jessica Knoll
- Court of Mist and Fury
- Crook Manifesto
- Dare to Lead by Brene Brown
- Defining Anxiety
- Demon Copperhead and the Lincoln Highway
- Dictionary of Lost Words
- Dune
- Fast Like a Girl
- Flown
- For Personal Growth, Relentless by Tim Grover. For Leisure, None of This Is True by Lisa Jewell
- Four Thousand Weeks by Oliver Burkeman
- Fourth Wing
- Good Inside
- Good to Great
- Grown and g
- Harry Potter
- Heartmath Solutions by Doc Childre
- Here One Moment by Liane Moriarty
- Highly Effective Leader
- How to Talk So Kids Will Listen and Listen So Kids Will Talk
- Husbands and Lovers
- I am Pilgrim
- Nora Roberts, Whiskey Beach, it was an easy and enjoyable read
- Iron Flame
- It Ends with Us
- Jane Austin
- Just a few of my favorites read this year are Wellness by Nathan Hill, The Heaven & Earth Grocery Store by James McBride, and Autobiography of a Yogi Paramahansa Yogananda.
- Just As I Am, by Cicely Tyson
- Lessons in Chemistry by Bonnie Garmus
- Meditations
- New York
- Nora Roberts: The Dark Witch Trilogy
- Outlander
- Planet Aqua. Rethinking our home in the universe. Jermei Rifkin
- Presidents by Bill O'Reilly
- Purple Cow
- Remarkably Bright Creatures - Shelby Van Pelt
- Rich Dad Poor Dad
- Rising Strong by Brene Brown
- Setting the Table
- Starting the Book of Forgiving by Desmond Tutu
- Steve Jobs by Walter Isaacson
- Supernatural by Dr. Joe Dispenza
- Survival of the Friendliest
- Take Me to Truth...Undoing the Ego
- The 7-Figure Agency
- The Art of Tea
- The Bible
- The Blue Sisters
- The Book of Mormon
- The Book of Psalms in the Bible
- The Burnout
- The Fountainhead

- The Four Agreements
- The Fourth Turning is Here
- The Henna Artist
- The Housemaid
- The Inspirational Leader by Gifford Thomas.
- The Joshua Principal
- The Maid
- The Myth of Normal, Gabor Mate
- The Nightingale
- The Path to Love -Deepak Chopra
- The Peregrim
- The Pivot Year
- The Power of Now
- The Secret Life of Sunflower
- The Women by Kristen Hannah
- Think Like a Monk
- Thirst by Scott Harrison
- Time Management for Mortals
- Unreasonable Hospitality by Will Guidara
- Varies
- When the Emperor Was Divine
- When We Believed in Mermaids
- Who Do We Choose To Be

## FAVORITE SHOW, SERIES, DOCUMENTARY OR MOVIE YOU WATCHED

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- 1883, Nobody Wants This
- 3 Body Problem
- 9-1-1
- A Discovery of Witches
- Agatha All Along, The Diplomat, Crouching Tiger Hidden Dragon.
- Emily in Paris
- Any murder mystery
- Any reality show ... Survivor, Real Housewives, Dancing with The Stars
- Bad Sisters
- Beekeeper
- Below Deck, Rhony, Rhoc
- Blue Zone on Netflix
- Breaking Bad
- Daisy Jones and the Six
- Deadpool
- Diplomat
- Disclaimer, Hijack, Presumed Innocent
- Film yesterday
- Found
- Frida, directed by Carla Gutierrez
- Gossip Girl
- Hacks
- Heal
- High Potential
- Homeland, The Office, Friends, Seinfeld, Sex in the City
- House of the Dragon series
- I Can Only Imagine movie
- If
- Inside Out 2
- Juror #2
- Kaos
- Killing Eve
- Lincoln Lawyer
- Lioness
- Live to 100: Secrets of the Blue Zone
- Love is Blind
- Martha documentary
- Menendez Bros
- Nobody Wants This, Emily in Paris
- One Day (Netflix)
- Only Murderers in the Building
- Outer Banks
- Perfect Strangers, The Diplomat, Bridgerton, After Life. The Gentlemen.
- Reagan, the movie
- Reality tv.... Rhoslc!
- Red Sox 2004 - Netflix
- Rupaul
- Saving Private Ryan
- Series on our planet, animals, and nature
- Shogun

- Shohei otani documentary
- Shrinking
- Skinwalker Ranch on history channel
- Slow Horses!
- Society of the Snow
- Sopranos
- Strange Things
- Succession
- Ted Lasso
- Tell Me Lies
- The Bad Batch
- The Bear
- The Chosen
- The Color of Pomegranates
- The Cook of Castamar-Netflix
- The Empress
- The Great Pottery Throwdown
- The Last Repair Shop
- The Morning Show
- The Offer
- The Perfect Couple and Nobody Wants This, both on Netflix
- The TV series Shrinking and all bravo OC & Beverly Hills Housewives
- The Voice
- This is Us
- Tracker
- Tulsa King
- Ugly Betty
- White Lotus
- Widow Cicquot
- Yellowstone
- Yellowjackets

## FAVORITE HOBBY

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- Anything fitness related, road cycling, hiking, walking, strength training, yoga, pilates and recently sound bath meditation.
- Anything outside
- Bake
- Baking sourdough bread
- Basketball!
- Beach walking
- Being home. I guess it is sad that being home is a hobby!
- Bird watching and butterfly counting
- Boating
- Camping with my family in the beautiful outdoors.
- Cleaning
- Clothes shopping
- Cooking, hiking and yoga
- Cooking, playing the piano, singing
- Crafting
- Cycling
- Dancing
- Design
- Dogs, working out, travel, deep conversations, yard work
- Doubles squash or coaching my sons in whatever sport they choose
- Exercise and meditation
- Fantasy football
- Farming
- Fishing and skiing
- Fitness and soccer
- Gardening
- Gardening and canning
- Getting in great shape
- Going to the beach
- Golfing
- Grandbabies
- Guitar
- Hanging with my animals
- Hiking and dancing
- Hiking, playing with my kids, getting massages
- Hiking, snowboarding, rock climbing.
- Hiking/nature walks
- Hodge podge oyster shells.
- Horseback riding

- Interior designing
- Knitting
- Legos
- Paddle boarding
- Painting, drawing, writing
- Peloton
- Photography
- Piano
- Pilates
- Pilates and tennis
- Pilates, reading, golf
- Pottery
- Puzzling
- Reading and spending time with family.
- Reading, writing
- Running
- Sailing
- Singing
- Skiing
- Spa
- Spa days and relaxing on vacation
- Spelunking
- Spending time with my family and friends at the beach
- Sports
- Surfing
- Swimming
- Swimming in the ocean and searching for shells underwater
- Tennis
- Time with family
- Traveling
- Traveling with family
- Video games
- Walking and riding bikes
- Woodworking
- Work!
- Working out
- Working out and swimming
- Wreath making
- Yoga and painting

## FAVORITE NEW SPA PRODUCT

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- 111 skin Wrinkle Erasing Retinol Patches
- 3 ships
- Abature marshmallow lip plumping serum
- Acrely oil!
- Augustinus bader
- Babor ampules (2)
- Babor Cure Cream
- Babor HA ampules (2)
- Babor Sea Creation eye crem
- Barbados cherry enzyme from Eminence Organic Skin Care
- Beauty of Hope private labeled candle for Sea Island
- Beekman 1802 glacial mint everything
- Biologique recherche progeskin serum
- Body scrub
- Br's Progeskin Serum
- Bum Bum cream
- Cause + Medic CBD Relief Cream
- CBD oil
- [comfort zone] all the products, it smells like peace and relaxation
- [comfort zone] luminant serum
- [comfort zone] skin regimen lx detox cleanser
- [comfort zone] sublime skin
- D3+ serum by Skin Authority.
- Divine Eyes
- Dr. Babor cryo globes
- Dr. Dennis Gross daily peel wipe
- Dr. Dennis Gross Dermainfusions Lip Serum
- Dr. Dennis Gross on the spot eliminator
- Elemis Future Restore serum
- Elemis Pro Collagen moisturizer
- Eltraderm collagen
- Eminence barbados cherry enzyme cleansing powder and superfood pro enzyme exfoliant

- Eminence strawberry rhubarb hydrator
- Eminence superfood enzymes
- Epicutis. All of it.
- Epsom salt soaks
- Everything Phytomerv(2)
- FarmHouse Fresh Bakuchiol booster
- FarmHouse Fresh Bluephoria lip therapy
- FarmHouse Fresh Dew Ritual for body and face
- Essence One morning calm everything
- Fleurs - anything
- Figgi beauty
- Higher Dose and everything they make
- Hydrinity hyacyn spray
- Ishiga
- Isun radiance face mask
- Jumping into koren skincare but nothing comes to mind
- Knesko face and eye mask
- Kymamai
- La creme from swissline
- La mer facial spray
- L'avant
- Le creme 128
- Led mask
- Linhart whitener gel
- Lotus Wei - all things
- Love, Indus Amrutini Precious Potion
- Lyma
- Mask skincare line
- Maya Chia the super blend pressed serum
- Moisturizers
- Moroccanoil scalp line
- Muscle care
- Natural mineral waters & fresh air & sunshine
- Naturopathica caffeine and peptide eye serum
- Natura Bisse new sheet facial mask
- Nelly De Vuyst Biohomme 3-minute Gommage
- Nuda
- Obagi
- Om4 organic male's reinvented pro force-5 collection, specifically, intercept: ancient alchemy age-arresting elixer.
- Osea's hyaluronic body serum
- Palermo hand & body wash
- Pca pro-max
- Pevonia chocolate indulgence scrub
- Pevonia distress oil
- Pevonia dry body oil
- Pevonia hyaluronic acid hydramist
- Project Reef sun protection
- QMS 3 step system
- Realea clean cosmeceuticals
- Red light wand
- Regenerative serum
- Salt chamber
- Sculpture baby wash
- Shower mist
- Stem cell serum
- Sunbaked sunscreen
- Superpatch
- Supplements
- The jade applicator
- The lymphatic brush and De Mamiel skincare
- Therabody smart goggles
- Therabody theraface mask
- Therabody travel light weight eye mask
- Theraface depuffing wand
- Theragun
- Ultrafusion
- Umm pre-shower body oil
- Valmont v-lift eye
- Vital Body luminous face oil
- Wildsmith skin
- Wildsmith stillness body butter
- Wildsmith stillness body oil
- Wiqo hydrating cream
- Yonka
- Yonka CBD serum

## FAVORITE SPA TREATMENT, EQUIPMENT OR EXPERIENCE YOU ENJOYED FOR THE FIRST TIME IN 2024

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- (TRE) Tension Release Exercises
- 80 Minutes Hydrafacial
- A Japanese Head Spa treatment!
- A local Dolomite herbal mud wrap on a Gharieni anti-gravity waterbed.
- Acupressure mat
- Aescape robotic massage (3)
- Aire Turkish Baths
- Aqua Sound Bowl
- BBL and Moxi Laser
- Body massage in Trellis. Best experience ever
- Body work with sound bath, it is truly transformative!
- C.O.R.E./COHE weekend at ISPA Conference
- Carbon facial
- Causemedic body scrub
- CBD Body Sports Treatment
- Cold plunge
- Cold Plunge, Massage, and Infrared Sauna Therapy
- Couple's massage at Spa Morraco in Guadalajara.
- Cryo T Shock Cryotherapy Facial
- Cryotherapy (2)
- Cupping
- Deesepro led mask therapy treatment
- Equine therapy
- Facial cupping
- Facials
- Float sound bath (2)
- Float Therapy
- Foam shower
- Foot bath at Post Hotel in Leavenworth
- Gharieni's Zestos dryfloat Bed
- Glo2Facial by Geneo
- Gong Bath in Paris
- Halotherapy room
- Hamman at Faena spa
- Hand treatments
- Higherdose PEMF Mat and Somadome
- Hot stones
- Hydrafacial
- Ila Bamboo Honey body treatment with Hot Stone Massage
- Infrared mat.
- IPL, Hydra facial
- Kallä salt water floatation pool
- Knesko body serum and lotion
- Laser hair removal
- Lightstim redlight therapy. Therabody Smart Goggles.
- Lip flip
- Lyma laser
- Lymph massage
- Massage
- Morpheus 8
- Naga Massage at Miraval Life in Balance at the Park Hyatt Aviara Resort and Golf Club
- Nature sounds /Meditation tables from Gharieni
- Neuropathy foot treatments
- Nothing NEW, rather experiencing various legacy natural spa treatments like barefoot walking in the woods and streams
- Oakworks ABC concept in their tables.
- Peel
- Pevonia Fire & Ice Facial
- Pure Fiji Body Glow
- QMC
- Red light therapy
- Reiki
- Renew Dermal Solution No Downtime Chemical Peel
- Robotic massage
- Salt stone massage
- Sana Skin Care studios
- Sauna Medicine at The Bothy Heckfield Place

- Scalp Spa
- Skinpen Microneedling
- Sleep Therapy Yonka
- Somadome Technology Pods
- Sound bath massage
- Sound chamber
- Spicy facial with LED Mask and paraffin hand treatment
- Sumsei
- The new Geneo - I want it.
- The Prickly Pear treatment at the Wigwam in Pheonix
- The Snow Shower at Lapis Spa
- Theraface
- Therapeutic massage and a S bar for massage
- Touchless wellness technology : relounge, Cryo Lean, Somadome, Mindspa
- Ultrafusion
- Vibro acoustic therapy
- Viktoriadeann peptides
- Weekly lymphatic massage - the benefits are incredible.
- Wellness Wave by JK Services

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

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- Acrely Farms products
- Acupressure mat
- Aescape massage
- AG1
- AI phone system
- Air Shower by Sumsei
- Amrit Wellness Resort floating sound therapy
- Auratherapy
- Being present in the moment and looking for the smallest things to be grateful for.
- Bhutan
- Breathwork
- Buccal massage
- Bungee Fitness
- CBD
- Change work environment
- Cold water therapy
- Collagen peptide
- Contrast Bathing - Cold/Ice bathing
- Counting macros, eating more protein and walking outside while taking meetings.
- Cryotherapy
- Ear Seeding
- Eat the cake :)
- E-biking
- Fleurs
- Float Therapy
- Gong Bath
- Gua sha facial tool and microcurrent device
- Hiking in the Dolomites
- I began strength training and limited my intake of alcohol. Started saying “no” to things I don’t want to do, leaving time for the things I truly enjoy-- even if it’s work related.
- I helped an elderly neighbor almost daily with dinners, personal entertainment and watched a little TV together.
- Intermittent fasting
- It’s not new, but I incorporated it into my skincare regimen—gua sha.
- Jamaica
- Leave your online be presence for 30 days. You may find you never go back.
- Lifevantage mindbody System
- Love, Indus
- Lyma laser
- Lyma tool
- Meditation

- Mindsync bed by Living Earth Crafts
- Myskinbuddy for home treatment
- Ninja Cremie Ice Cream Maker
- Nonalcoholic wine and beer. There are actually some that are delicious.
- Parasilk cuticle pusher/oil
- Pet foster
- Pilates
- Playing Tennis
- Post Hotel
- Private sound bath and therapy
- Puppy Yoga
- Pure Fiji body services AMAZING!
- QMC, Knesko body line
- Reading books on the electoral college history of the USA
- Red light therapy
- Researching ancestry
- Saag Paneer at Tandoor Fine Indian Cuisine in Sarasota -- just tried this for the first time 2-weeks ago and it was the best Saag Paneer I've ever had! ...and the Chai-tini also!
- Salt stone massage
- Scalp massage
- Setting boundaries and taking time off. Not letting PTO build up without using.
- Sky breathing from The Art of Living
- Somatic breathing and stretching
- Sound bath
- Sound chamber
- Stay home one day a month and do absolutely nothing to reset.
- Stop working at 5pm and take a quick walk.
- Taking the Cog Railway on Colorado Springs to the top of Pike's Peak Mountain
- Taking Vitamin D
- The benefits of Magnesium
- The benefits of red-light therapy
- The innovations in product ingredients in terms of sustainability and biodegradability have been significant with new European regulations on quantifying sustainability
- policies, procedures and claims. It is important for brands to continuously evolve to keep pace with the latest plant-based, high-performance technologies.
- The Jade Applicator
- The new Geneo - I want it.
- The superpatch company has been a game changer for me personally and has increased my revenue in a short amount of time. They were at the last ISPA convention
- This year I have been deeply exploring yoga. Although it has been around for thousands of years, I am learning about the roots, the philosophy, the 8 limbs and how the asanas are a small part of the origins. I am learning the proper techniques of each asana which I never fully grasped in the years of classes I have taken. It has taken my physical, mental and spiritual wellbeing to a new higher level and I look forward to what this practice will bring in the future.
- To get out of your comfort zone and learn something new - Like Life Coaching
- Tobemory
- Tongue scraping, hydrogen water
- Touchless treatments, this is really open my up to alternative opportunities to fill open spots in my treatment rooms. Is also enabled us to partner more with our wellfit department and develop a true wellness community for our property.
- Traveling to the French riviera
- Turkey is a beautiful destination to travel and explore
- Ufos/uaps/ orbs and Balls of Light and communication with Non-Human-Intelligence.
- Vibration therapy
- Vintage T-Shirts
- Wild mushroom foraging
- Wild swimming



*Please describe any special activities or initiatives your company plans to implement this year to celebrate the holidays with its employees this year.*

- 12 days of Spa
- 20 Year Spa Anniversary new services & activities as well as programming
- 24hour holiday party, games, food crafts - family members are welcome to join
- A team holiday celebration party - in person!
- All associates and their immediate families are invited to this year's Christmas brunch with Santa and Mrs. Clause, and kids will get to choose a gift from Santa's bag. We will also have cookie decorating, face painting, and a professional photographer for the associates to do their family photos
- Annual Corp holiday in person VTO event and party. And companywide location paid VTO events.
- Annual holiday party.
- Annual staff get together for Christmas. In lieu of a gift exchange, we take donations to put towards a local Santa's Anonymous charity
- Associate Party, White Elephant get together
- Breakfast with Santa - open to all employees with Children/Grandchildren 12 and under.
- Card campaign to seniors, wishing them a Happy Holiday Season!
- Christmas dinner and gift exchange
- Company dinner and Gifts
- Continued turkey gifting to all team members plus semi-annual bonus checks.
- Creating more ways to enhance the experience of our team members by education, guest speakers, social gatherings and ways to improve their self-care regiments
- Dinner for staff with a guest
- Do a Thanksgiving lunch together
- Employee gala for all resort staff
- Employee Holiday Party
- End of the year staff party next week, team building activity and training
- Everyone draws a name, and then they draw a gift card. We have blocked time for staff to shop with gift cards for that staff member and come back to work for potluck and gifts.
- Expanding the spa - bringing touchless services into the spa
- Family holiday party
- Family time to meet Santa on property and a property wide holiday dinner.
- Flight Club Dart Party + Happy Hour
- Food, Gifts, Parties, FUN
- Gift exchange and pot luck
- Give aways, community work opportunities, special meals during the holiday days, secret santa
- Give out Turkeys, Volunteer at Local Food Pantry, Holiday Party, Breakfast with Santa
- Group tickets to Cirque du Soleil
- Holiday closure 12/25/24-1/1/25

- Holiday gathering after spa hours
- Holiday Party and Employee Recognition Awards
- Holiday party and quarterly employee recognition
- Holiday staff dinner with raffle trades from local businesses
- I am working on a secret Santa project!
- Joint Christmas Party with resortsuite and Book4Time teams.
- Kids Christmas party and colleagues Christmas gala
- Memberships
- More sleep wellness In-room technology: Skyview circadian lighting and Jaspr
- New - Raffle drawers for those working the holidays to win a Gift card as an extra thank you
- Offer treatments and food for home less
- Our Holiday Celebration theme is Harry Potter, we are recreating a few iconic things from the movie as Mr. Olivander's wand shop, Platform 9 3/4, the Sorting Hat ceremony, the employees will have a few stations with activities such as a Quidditch Pong game, a potion class, a Dual class and a botanic class. Employees from the Social committee will be dressed as teachers. Each employee will choose their wand, will be dressed and eave with their robe, scarf, wand and candies (from the train)
- Our resort hosts holiday meals on each of the holidays. Our department will also have potlucks to celebrate together. We decorate the property, and our department has a Christmas Tree with stockings for all team members. The resort will host a Holiday Masquerade Party for all team members with a nice dinner, dancing, and fun raffles. Our department participates in a Secret Santa gift exchange. We will provide each team member with a small goodie bag with treats and annual festive lottery tickets. We will also raffle off spa prizes internally as well.
- PJ party Event
- Pop up events with partners
- Potluck
- Resort wide holiday party, breakfast with Santa, Turkey Toss
- Rest, Sleep and more Time for Dream Work
- Santa, llama petting, cookies - for all staff to bring their children.
- Secret Santa and a small party to celebrate and swap gifts
- Sound bath for associates
- Special dinners!
- Special gift
- Team dinners, Department dinners, corporate party.
- Team trip to New Orleans
- The spa looks to find ways to offer wellness when we celebrate. We will be providing a spa night for the team to use the enjoy the facilities and amenities during an evening dinner.
- Time and half pay from Dec 22 - Jan 1 for all roles
- Treatment discounts for employees. Product discounts for employees.
- Virtual craft and white elephant
- We are doing an advent calendar every year where each staff member opens a little box and there is a price attached to that box. We are also doing a holiday party with food/drinks/games and gift for each team member donated by our skin care lines

- We do a gym member/spa staff party in Dec as well
- We don't work in the same city/state, but I fly to our remote office and have a company lunch and work there for a week prior to the holiday to be able to spend time with everyone to celebrate the end of the year and the beginning of another.
- We give out Amazon gift cards for Thanksgiving, we have breakfast with Santa for all of our team members and their families and we celebrate the spa team in December for Spa appreciation month with lots of goodies and love.
- We have a management luncheon with all supervisors, managers and up. The company has a Christmas party that is geared towards the employees' children, with Santa, gifts, cookie decorating.
- We have a yearend party with all resort staff. That is this Sunday, and we cook all the leftover foods in the restaurant before it closes for 3 months.
- We have been creating gift baskets for Children's Livesaving Foundation for 27 years. It's become a tradition.
- We have everyone decorate their own stockings and do a secret snowflake gift exchange.
- We have taken a monumental step forward and offering self-care practices and programs for all staff. This is to ensure that everyone understands how important it is to have a work life balance, and care for themselves so that they can be rejuvenated and be the best for their families
- We host our annual staff party after the holidays in January - activity, gifts, food/beverages
- We will make a donation to a local charity organization and have a staff party at our headquarters.
- Wellness day where employees can sign up for different fitness and spa activities.
- We're doing an afternoon lunch with awards
- Winter party with a hospitality suite during our "festive" time period
- Year-end appreciation event
- Yearly Holiday Party
- Zoom cheer



### *What are YOU most looking forward to in 2025?*

- A 7-night cruise to the ABC islands
- A better US economy!!
- A better year than 2024 - personally and professionally :)
- A Fresh Start and a vacation
- A milestone Birthday (70) and youngest son graduating from college
- A new beginning and opportunity to improve
- A new grandson!
- A new Symposium
- A vacation
- Better personnel health.
- Breaking new records, gaining knowledge in the spa industry
- Career development. Moving forward with my own business. Deepening my professional connections and showing up more fully in a professional capacity.
- Challenging myself more
- Clarity.
- Committing to regain work-life balance.
- Completing spa renovations and returning to normal capacity
- Consolidating all the processes we've settled in on from 2024 and now being creative and planning for 2 and 5 years out.
- Continued education and growth so that I am able to be at my best, to continue to motivate and support those around me and offer the highest level of service to all internal and external guests.
- Continued growth and development of my spa management team
- Continued personal growth
- Continuing to grow and bring a very well-rounded wellness experience to our members. An experience that incorporates all the beautiful therapies we have in our spa... Sound bath, tuning forks, advanced skin analysis and areas of concern , customized treatments that include advanced modalities, education on home regimen and treatments plan .
- Creating new memories, spending more time with loved ones, and challenging myself to try new things.
- Cycling Tours - Utah Trip during the Summer
- Enjoying the little things, more travel, and more time with loved ones
- Every day!
- Feeling relaxed, organized and settled. Success in my career.
- Finishing two product line reinventions.
- Fresh Focus/Fresh Eyes
- Getting ready to open a new wellness center, making an impact on customers health, initiatives on wellness for fellow employees and spending more time outdoors with my son.
- Ground-breaking software innovations. More time in Greece!

- Growing my business
- Growth in the spa
- Hawaii and ISPA in CO
- Health and Happiness with my family.
- Hiring additional staff, support
- Holidays with my family
- Implementation of new services
- Improved inventory and ordering processes. Implementation of online booking.
- ISPA conference 2025! 35th anniversary!!
- Launching 2 wellness retreats in March and October 2025
- Learning new things
- Learning more about my new Spa Director role
- Less responsibilities
- Less stress
- Long trip with my wife
- Looking forward to knocking it out of the park with great events for our membership, hosting guest speakers on wellness topics
- More events and partnerships with local vendors
- More networking opportunities
- More of everything! I love and appreciate every aspect so much - trying to cram it all in : )
- More Pilates
- More revenue
- More travel and learning
- Multiple new product launches
- My new position in the spa and upcoming travel plans!
- New business endeavors to continue to grow our touchless therapy and offer luxury wellness solutions.
- New challenges with opening up a brand-new spa in this area
- New Experiences/ Travel and making more time for myself. Finding my next journey in my career
- New Opportunities
- New opportunities to maybe partner with new organization to grow our business
- New Product Launch
- New sense of direction and peace
- Offering a new Spa Service...Float Therapy.
- Opening a new spa in Grand Cayman
- Opening our new sister spa while simultaneously running current spa.
- Our new releases
- Passive and supplemental income strategies
- Personal and professional growth.
- Personal growth in the advanced leadership
- Personal growth, finding more peace in my mental health
- Plans to ramp up more outdoor/garden/pool offerings and programming.

- Prioritizing my goals and tasks, learning new skills and making new connections, fulfillment.
- Progress, acceptance, and understanding.
- Pursuing my side hustle.
- Renovation of our reception/retail space
- Retirement
- Revelation of Zero Point Energy and Cold Fusion.... A New Physics of Energy
- Rolling out 3 new products and being better ahead of the seasonal activities
- Skills I want to further develop.
- Spending time with family
- Spreading our sustainability initiatives and message.
- Starting a new year with the team and working for continued success in a great location.
- The country coming together.
- The opportunity to develop a stronger work/life balance. An enhanced standard of service delivered to guests from a more structured, self-sustaining team.
- To be a better version of me and be present, mind and body for my daughter.
- To grow our spa network as a brand
- To pay my car off
- To see more companies bring wellness services into their spa and workplace
- To start a new career journey
- Trade networking events like ISPA, Live Love, Spatec, AAG, etc.
- Travel
- Traveling - More Wellness Retreats
- Traveling to Peru and 2025 ISPA CONFERENCE OF COURSE!!
- Traveling with my husband
- Upcoming industry events and travel.
- We are expanding and doing a remodel... Personally rest and unplugging
- We are renovating a building for our offices and factory that will also be a wellness center.
- Wellness
- Wellness for people in vulnerable position, such as homeless
- Work life balance and travel
- Working with a Country Music Artist partnership who's going to be a brand ambassador for us

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