



## Wellness Technology Trends and Schools AI, Robots, and Beyond

with Sherrie Tennessee, PhD

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### I. Industry overview

- A. Source: International Spa Association (ISPA)
- B. US spa revenue: \$23.5B in 2025; 4.2 percent increase from 2024
- C. Spa visits: 191M in 2025; 1.8 percent increase from 2024
- D. Average revenue per visit: \$123.10 in 2025; 2.3 percent increase from 2024
- E. Wellness consumers spend 178 percent more than business and leisure travelers
- F. There are approximately 22,000 spas in the US

### G. US population by generation

- 1. 20.4 percent Gen Z (1997–2012)
- 2. 21.2 percent Millennials (1981–1996)
- 3. 19.2 percent Baby Boomers (1946–1964)
- 4. 18.8 percent Gen X (1965–1980)
- 5. 15 percent Gen Alpha (2013–2028)
- 6. 5.4 percent Silent/Greatest (1928–1945)

### H. Transition from spa to wellness

#### I. The luxury of wellness

- J. Wellness is a state of complete physical, mental, and social well-being. It encompasses the balance and integration of various aspects of life, fostering optimal health and a high quality of life.

### K. Evolution of wellness

- 1. Wellness has evolved from being a basic concept to a holistic and opulent experience.
- 2. The historical perspective shows a shift from basic spa treatments to integrated wellness retreats and lifestyle programs.
- 3. Shifting consumer perceptions reflect a growing desire for a more profound connection with mind, body, and spirit through luxurious wellness experiences

#### L. Wellness trends

1. Current wellness trends highlight the luxury aspects within the industry.
2. Exclusive wellness experiences have become a symbol of status, providing an opportunity to showcase one's commitment to personal well-being.
3. Luxury wellness memberships offer privileged access to specialized treatments, exclusive events, and tailored wellness journeys.

#### M. Holistic wellness expectations

1. Physical well-being
2. Mental clarity
3. Emotional regulation
4. Social trust and connection
5. Spiritual restoration and balance

### II. Wellness technology

- A. Advanced technology seamlessly integrates with wellness to create exceptional experiences that cater to individual needs.
  - B. From personalized wellness apps to cutting-edge equipment, technology amplifies the luxury factor by delivering convenience, personalization, and data-driven insights.
  - C. Wellness apps offer guided meditations, personalized workout routines, nutrition planning, and access to virtual wellness coaches for personalized guidance.
  - D. Wearable devices, such as fitness trackers and smartwatches, monitor vital signs, track activity levels, provide real-time feedback, and promote a proactive approach to well-being.
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- E. Examples of wellness technology
    1. LED facials for rejuvenation and skin revitalization
    2. High-tech skin care devices for personalized skin care routines and advanced anti-aging treatments
    3. Massage tables—vibration, light, relaxation
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- F. Advanced spa and wellness equipment
    1. Luxurious hydrotherapy systems offer multisensory experiences with programmable settings, ambient lighting, and chromotherapy features.
    2. State-of-the-art infrared saunas provide deep relaxation and detoxification with precise temperature control, chromotherapy, and integrated audio systems.
    3. Cutting-edge cryotherapy chambers use advanced technology to expose the body to extremely cold temperatures, promoting rapid recovery, reduced inflammation, and increased vitality.

#### G. Virtual reality (VR) and wellness experiences

1. VR technology transports individuals to serene and immersive environments, creating a sense of escapism and deep relaxation.
2. Virtual environments designed for mindfulness, meditation, and visualization facilitate mental and emotional well-being, promoting stress reduction, focus, and self-awareness.

#### H. Augmented reality (AR) in wellness

1. Interactive and immersive AR experiences blend virtual elements with the real world, offering enhanced engagement and learning opportunities.
2. AR-enabled yoga and fitness classes provide real-time guidance, virtual trainers, and interactive visualizations for improved technique and motivation.
3. AR-based wellness education allows users to explore the human body, learn about holistic wellness practices, and interact with virtual wellness experts.

#### I. Mindfulness and meditation technology

1. Mindfulness apps with guided meditation, breathing exercises, and stress reduction techniques foster mental clarity, relaxation, and emotional well-being.
2. Biofeedback devices and brain-sensing headbands enable users to monitor and optimize their meditation practice, enhancing focus, relaxation, and overall mindfulness.

#### J. Digital detox and wellness

1. Mindfulness practices encourage individuals to be fully present in the moment, free from digital distractions.
2. Luxury wellness programs often incorporate mindfulness techniques such as meditation, breathwork, and sensory experiences to help guests develop a healthier relationship with technology.
3. Wellness technology may be used for guided meditations, sleep tracking, or personalized wellness planning, but in a way that supports rather than overwhelms individuals' well-being.

### III. AI and personalization

- A. Personalized recommendations based on individual preferences and data analysis
- B. Data-driven insights for optimized wellness plans, tracking progress, and predicting future needs

#### IV. Sustainability and wellness technology

- A. Eco-friendly practices and green technologies in wellness facilities and services
- B. Organic and sustainable product lines, renewable energy sources, and nature conservation initiatives

#### V. Marketing technology and AI

##### A. Marketing and luxury wellness

1. Illustrate the power of social media platforms in marketing
2. Create blogs, video content, and marketing calendar for social media
3. Highlight user-generated content, hashtags, and influencer collaborations to create buzz and attract a wider audience

##### B. Personalized wellness experiences

1. AI-driven systems create customized wellness plans tailored to individual preferences, health goals, and lifestyle factors.
2. Personalized treatments, activities, and recommendations based on individual health profiles and preferences ensure a transformative experience.

##### C. Empower your school marketing with AI assistance

1. Use to brainstorm campaign ideas, captions, and content themes
2. Generate emails, promotional copy, or FAQs in minutes
3. Ask for SEO key words, hashtags, and engagement strategies
4. Tip: clear prompts equal clear output

##### D. Smarter and faster decision-making

##### E. Boost retention and business clarity

1. Generate retention plans: follow-up email sequences, loyalty rewards ideas
2. Script client check-ins, feedback requests, and referral offers
3. Map out 30-, 60-, and 90-day marketing or business development strategies

### **Instructor Bio**

**Sherrie Tennessee**, PhD combines scientific expertise from Johns Hopkins University with over 20 years in wellness and hospitality. A former researcher turned wellness innovator, she's worked as a massage therapist, spa owner, and educator. With three published books and a PhD in hospitality administration specializing in wellness tourism and technology, she bridges traditional hospitality with modern wellness approaches through publications, speaking engagements, and collaborations with prestigious organizations. Learn more at [LinkedIn](#) and [SpaSOS](#).