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Experts Agree Spa Training In Top Demand

"According to Global Spa Summit, a shortage of high quality, trained labor, including spa managers, directors, aestheticians, and therapists, are some of the top challenges facing the spa industry today."

/24-7PressRelease/ - SALT LAKE CITY, UT, March 20, 2008 - Maintaining the integrity of a fast-growing \$40 Billion industry, while at the same time attracting investors & reaching more consumers, was cited as the top challenge in summit meeting for 2007 and on-going concern for 2008. Along with this, there is a lack of industry wide standards for defining spa categories and best practices. According to spa summit, "the spa industry's authenticity is threatened in the present and even more so in the future, by outside investors that only think of the bottom line and not the mind, body and soul transformations of the people". It will take leaders in the spa industry to turn this around for 2008 and keep that genuine goal to be profitable, yet retain the authenticity. Spa summit 2008 is meeting May 18th-20th. To get involved, visit globalspasummit.org for details of the event.

How does one retain the authenticity in this growing industry? Liz Galloway of The Lotus Effects is a leading innovator and spa consultant, with concentrated focus and attention that on-going training in the spa industry continues as the industry grows. Developing and founding both The Lotus Effects and Spa College International, along with speaking at Spa Events and teaching at International retreats, such as Costa Rica, Liz is an innovator in teaching new techniques, quality training, styles and consulting to make your business grow into the best it can be. On-going training and quality is very necessary if spas want to outlast the newcomers to the scene. See class schedules for retreats and on-going workshops with spa college international at thelotuseffects.com & spacolleges.com.

3 topics stood out in the 2007 summit—solving labor shortages, standardizing best practices & building a model to benchmark success. Because there is no conduit for training and experience in this industry, there is an urgent need to refocus efforts on hiring educated and qualified managers, employees and spearheading future movements for standardizing and shaping educational programs and pumping money from investors back into the sector.

The spa industry has grown 40% over the last 3 years and shows no signs of slowing down in 2008, but rapid growth can also create fragmentation and impede innovation, per spafinder.com. Women's Wear Daily expanded on the fragmentation of spas "Spas started falling into different categories, for example, a spa is known either as a Day Spa or as entity within the hotels and resorts, focusing either on medical in nature, or those that focus on skin care or target a certain demographic". For 2008, the industry is coming of age, needing to keep up and meet demands for personal development, environmental and proper hiring of educated managers and employees, while maintaining high industry standards.

This year will bring about huge change with the use of technology, consistent training and increasing demand from the public for new treatment options catering to youth and beauty. People are being geared not just toward an environment to be pampered in, but a place to escape and achieve overall health in mind, body and spirit. With new & cutting trends on the increase, training and innovative techniques are key for staying on track and maxing business potential to that next level.

What can one expect for 2008? Medical spas are on the rise in Costa Rica and other areas, as people are looking for alternatives that are less expensive outside the US, providing not just cosmetic procedures, but aftercare and recovery in a soothing luxurious environment. Therapeutic therapies combined with relaxation methods and detoxing seem to be the latest craze in 2008. Needing complete beauty and body overhauls, Americans are picking retreat destinations such as Costa Rica, for a soothing way out of everyday reality.

Learn how to keep up with the latest trends and grow your business to the next level, expanding and incorporating on-going training into your spa, whether for yourself, or your managers and other staff. Liz Galloway is an expert at handling whatever level your business is currently at, and will take you to that next step, so visit her today at thelotuseffects.com or via email and/or phone.

Advice for 2008? "Be pro-active, train your staff consistently, keep up with the latest trends, and get involved in 2008, protecting the spa industry from sub-standard practices and those just interested in the bottom-line". The resources are out there, start today with a consultation from Liz to make your spa a leading success.

The Lotus Effects and Spa College International was founded by Liz Galloway. Liz Galloway is a professional wellness advisor, speaker and spa industry trainer. With locations and teams in both the US and Costa Rica she continues to provide precision business solutions and mentoring for spa start up's and turn-around, along with bringing new levels of training options to the healing arts industry. www.spaimageconsultant.com, www.thelotuseffects.com, www.spacolleges.com

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