



2024 SPA & WELLNESS TRENDS REPORT

A HOSPITALITY HANDBOOK





Trend / noun:

“a general direction in which something is developing or changing”

- Oxford Learner’s Dictionary

It’s that time again, and we at Spa Executive are suitably excited: Q4 of 2023, which means it’s time to make our spa & wellness trends predictions for 2024. This is a labor of love, for which we pull from news and research from around the world as well as interviews and insights from thought leaders, while also relying on our own instinct and intuition to bring you the trends we’re watching in the coming year.

While we are calling this a “trends” report, we know some people are understandably averse to the word “trend”, as it can imply fleeting fads and bandwagon jumping. Let’s remember, however, that the first and foremost definition of the word “trend” is “a general direction in which something is developing or changing.”

As we all know, the spa, wellness, and hospitality industries are forever developing and changing, with societal movements, new technologies, advancements in scientific research, and much more. With that in mind, these are seven of the trends we see developing and gathering excitement and interest in the spa and wellness world.

| This report was compiled by



Elizabeth Bromstein

Editor in Chief, Spa Executive, Marketing Content Manager, Book4Time



Sal Capizzi

Director of Marketing, Book4Time, Host, Spa Leader Masterclass Series



2024 SPA & WELLNESS TRENDS

Contents

4 **SOCIETY:**
ANTI-AGEISM

6 **SOCIETY:**
GENDER INCLUSIVITY

8 **INDUSTRY OPERATIONS:**
YIELD MANAGEMENT IS REDEFINING
REVENUE POTENTIAL

10 **LIFE BALANCE:**
TIME OPTIMIZED WELLNESS

12 **TRAVEL:**
WELLNESS DESTINATIONS
& INNOVATIVE APPROACHES

14 **HOLISTIC HEALTH:**
THERMAL BATHING

16 **ALTERNATIVE THERAPIES:**
MUSIC AS MEDICINE



SOCIETY: ANTI-AGEISM

The anti-ageism movement is a growing one as people have had enough of “anti-aging” and outright ageism, “one of the last socially acceptable prejudices.”

Four years ago, we published [an article](#) suggesting that it was time to rethink the term “anti-aging” and, while the idea didn’t take off like a rocket at the time, a slow build followed. This was something we actually predicted. “Movements don’t usually start with a bang,” we wrote, “but with a whisper.”

These days, people everywhere – particularly women – are talking about how sick and tired they are of being told they should want to look, and be, younger, and the pushback is real. Women face ageism in the workplace, on the job search, in media, and from the beauty and wellness industries. It’s everywhere.

[As skincare is being marketed to increasingly younger audiences](#), often through fear-based messaging designed to prey on girls with already low self esteem, people are saying “enough.”

Ageism: one of the last socially acceptable prejudices

Ageism is one of the last socially acceptable prejudices,” reads a recent headline from the [American Psychological Association](#), “Psychologists are working to change that.” The article reads:

“From ‘antiaging’ face creams to wisecracking birthday cards about getting older to ‘OK, boomer’ memes, the message is clear: Being old is something to avoid.” The author adds: “It is clear that ageism has a host of negative effects, for people’s physical and mental well-being and society as a whole.”

And the only alternative to aging is ... well ... dying. So, why would we be against it?

It seems important that the wellness industry not perpetuate this type of discrimination and that people are wary of the messages they are sending. Suggesting to women that what they need is something to make them look younger may no longer land the way you think it will. As a business, knowing your audience is crucial. Women over 40 have big purchasing power and you don’t want to insult or alienate them.

For example, Elizabeth (Editor in Chief at Spa Executive), was recently buying perfume and asked if there were any free samples. The younger woman behind the counter said “sure!” and cheerfully stuffed something in the bag. Later, when Elizabeth looked in the bag, expecting to find perfume samples, she found a sample of neck firming cream. Elizabeth, who is perfectly happy with her neck and has no interest in firming creams, found the young woman’s presumption surprising and irritating. A more easily offended person might have been put off from ever returning to that business.

Pro-aging & anti-ageism movements are growing on social media

As it was with fat shaming and the relentlessly insensitive weight loss messaging that spawned the body positivity and body neutrality movements a few years ago, pro-aging and anti-ageism movements are growing on social media.

Hashtags like #ilookmyage and accounts with names like "Ageism Is Never in Style" and "aging_is_amazing" have hundreds of thousands of followers – and not just as tokenism or new wrapping for tired, old ideas. They're not marketing anti-aging creams and serums under the guise of "pro aging" or "aging gracefully," but rather, these are accounts for women with gray hair, natural skin, wrinkles, and big smiles.

Celebrities are also talking. Among them, supermodel Paulina Porizkova has been outspoken against ageism and persistent in sharing her true face. So, the now 58-year-old was unimpressed when last year, she says, a plastic surgeon shared a photo of her and pointed out everything "wrong" with it. In response, Porizkova reshared the image with her own comments.

She wrote: "telling a woman what she 'needs' to do herself in order to be seen as attractive, whether it's hair color, makeup, skin creams or clothing – or the more invasive options – is shaming her. Every time you catch yourself thinking or saying 'you know, you should...' to a friend, stop for a moment. If she doesn't ask for help, are you really helping?"



[View the Instagram post here](#)

Other women who have broached the topic include Andie MacDowell, Sarah Jessica Parker, and Jamie Lee Curtis, [who said](#) at the Reframing Aging Summit hosted by Maria Shriver in March, "This word 'anti-aging' has to be struck. I am pro-aging. I want to age with intelligence, and grace, and dignity, and verve, and energy. I don't want to hide it. I'm not denying what I look like, of course I've seen what I look like. I am trying to live in acceptance."

Others are realizing that self acceptance is key. [A Washington Post article](#) states:

"Age bias doesn't show up only as blatant discrimination ('We want someone younger for that job.') or snarky birthday cards. One of the most potent sources of ageism comes from older people themselves, and like other forms of ageism, the self-inflicted kind is associated with lower levels of emotional and physical health and can slash years off people's lives."

This self acceptance means tuning out the voices of discrimination telling you that you're not good enough and should be trying to look 25 again.

Brands & media are getting the message and changing their messaging

Brands and media are getting the message. For example:

- The Body Shop recently changed the name of its best-selling "Drops of Youth" serum to "Edelweiss," reportedly motivated by research identifying the negative impact the beauty industry's messaging is having on its consumers.
- Zara has named 67-year-old Spanish actress Angela Molina as the face of its new campaign, and
- 71-year-old actress and model Isabella Rossellini appeared on the October 2023 cover of Vogue Italia. Unlike 81-year-old Martha Stewart's heavily altered Sports Illustrated cover, which missed the mark with some people, Rossellini appeared with no digital altering of her face.

Will we see a lot of pandering and tokenism? Absolutely, just like when brands started self consciously using models with a wider range of body types in their marketing while loudly calling attention to the fact and demanding accolades for it. But now, about a decade later, thanks to more brands jumping on-board and to social media, that representation is somewhat normalized.

So it will likely be with aging. Like weight loss products, there will always be a market for anti-aging products but it will shrink, and change, as older women become accustomed to seeing themselves represented in faces similar to their own smiling back at them. ✦





SOCIETY: GENDER INCLUSIVITY

In recent years, there has been increased discourse around diversity, and a notable shift in societal perception around gender identity.

Traditional binary notions of gender, which have long categorized individuals as either male or female based on biological sex, are being challenged and redefined and many are moving towards acceptance of a spectrum of gender identities, including non-binary, genderqueer, genderfluid, and transgender.

As awareness around the topic grows, many sectors, including spa and wellness, are re-evaluating traditional gender norms and standards, and thinking about how best to accommodate transgender and non-binary guests - and how to implement related policies and practices. This is in the spirit of inclusivity, as well as due to increasing risk of being accused of discrimination and human rights violations.

Potential legal consequences

A business accused of violating anti-discrimination laws can face legal consequences (lawsuits, penalties, and fines), reputation damage, loss of partnerships and more issues that can create financial strain. Spas in both the US and Canada have faced human rights complaints related to transgender guests in the last few years.

ISPA recently devoted its September 2023 Town Hall to the topic of gender inclusivity. ISPA Chairman, Patrick Huey, led the discussion with panelists Brennan Evans (Trilogy), Heidi Smith-Mullen (Miraval), Jessica Swartley (Stowe Mountain

Lodge), Catherine Warren (Arch Amenities Group), and Kristen Eber (Rosefinch Spa), with each sharing their views and experience. And earlier, in 2022, Spa Business published an article titled, "Everyone's talking about: Going gender neutral" stating that "Many trans and non-binary people would love to visit a spa but report having concerns about the experience and the welcome. It's time to go gender neutral."

What this means for spas and wellness businesses will depend on the business' demographic and location, and what local laws and human rights codes dictate. Some of the topics under consideration include:

Policies & procedures: Reviewing and updating policies and procedures, the design of which may depend on local laws and codes. These policies might include revising dress codes to be gender-neutral or accommodating, ensuring equal access to all amenities, and providing clear guidelines for handling any related complaints or issues.

Facilities: Some businesses are creating gender neutral spaces, be it in locker rooms or smaller spaces, like single use restrooms, or providing private, lockable changing rooms or stalls, to provide options for all genders.

Staff training: How best to educate team members about gender diversity, inclusivity, and sensitivity, including the importance of using inclusive language and treating all guests with respect and dignity. Plus, training on how to manage related complaints or issues while adhering to policy.

Marketing & Communications: using inclusive language and imagery in marketing materials and representing diversity in advertising and promotional materials to make potential guests feel welcome.

Feedback mechanisms: Creating systems guests to provide feedback on their experiences to help identify and address any issues related to inclusivity that may arise and to make the experience more comfortable for everyone involved.

Inclusivity in hiring: Encouraging diversity in hiring practices to create an inclusive workplace where employees of all genders feel comfortable and respected.

Legal compliance: As mentioned above, ensuring that policies and practices comply with local and national laws regarding gender identity and expression, as well as other aspects of discrimination and equal treatment.

The evolving landscape of gender inclusivity is a fundamental shift shaping the future of industries, including spas and wellness. This transformation is indicative of a broader societal evolution that, as it continues to gain momentum, will redefine the way businesses operate in many areas. ✦





INDUSTRY OPERATIONS: YIELD MANAGEMENT IS REDEFINING REVENUE POTENTIAL

Yield management is the business practice of leveraging data to optimize pricing and capacity utilization based on fluctuating demand and availability. By understanding and capitalizing on the patterns in your data, businesses can boost their revenue potential, approach maximum capacity utilization, and enhance the overall customer experience at your spa and for your hotel or resort's other ancillary revenue streams.

This pricing strategy has been in use in the airline industry for decades and many major hotel brands have been using dynamic pricing for several years. But it's only recently that a wider audience is cluing in to its potential. More and more people are starting to see that it's not just about adjusting room rates or changing prices based on time of day or year, and that yield can be managed in a variety of ways through a range of applications and applied to spas, activities, amenities, and more.

Increased revenue by \$8 million with an 80% profit

Someone in the know is Suzanne Holbrooke, Marriott's Senior Corporate Director of Spa Operations, who, more than a decade ago launched a company wide program to incentivize spa front desk staff to offer treatment upgrades like stones, face masks, CBD, and scalp treatments for an additional cost. "This increased revenue by \$8 million in 2019 with an 80% profit," she told us in an interview. "There are many facets to yield management," she said.

Examples of creative ways to manage yield

Some more granular examples of ways in which companies are managing yield:

Last-minute deals: Offer discounts for unsold capacity as the service date or time approaches to stimulate demand.

Early-bird discounts: Encourage customers to book early by offering lower prices.

Variable capacity: Adjust the available capacity based on demand forecasts, such as having flexible staffing levels.

Categorizing inventory/capacity: For example, airlines divide their seats into various fare classes, releasing them for booking at different times and prices. Similarly, this could work for treatment rooms, service stations, and cabanas.

Utilization % Rate: As your spa or facility fills up your system will automatically adjust prices to a designated yield rule of your choice, allowing you to maximize revenue during these high traffic times.

Blocking inventory: Holding back some capacity to be released closer to the service date, especially when higher prices are anticipated.

Blackout dates: Restricting or not allowing discounts or special offers during peak demand periods.

Package deals: Bundle products or services together at a discounted price, often leading to increased overall sales.

Book4Time CEO, Roger Sholanki, says, “Revenue and yield management are easier to manage than ever before with the development of powerful data collection tools combined with cross department integrations and intuitive, easy to use tools and interfaces. Our customers are discovering new ways to manage revenue and yield that would have been unthinkable just a few years ago. Book4Time’s reporting dashboards with their wide range of accurate data points allow for better forecasting and help decision makers cut through the noise to find simple solutions in complex numbers.”

This development is redefining how an entire industry views revenue potential and will continue to do so. Business leaders are catching on to the fact that for fixed capacity industries like hotels, airlines, and spas, mastering the art of yield management can spell the difference between mediocre returns and roaring success. †





LIFE BALANCE: TIME OPTIMIZED WELLNESS

Time is fleeting and there's never enough of it, which is why time optimized wellness, including micro workouts and mini meditations have been growing in popularity over the last few years.

This trend is still on the rise, driven by social media (mainly TikTok) and the allure of time-optimized workouts and wellness practices that prioritize efficiency, effectiveness, and work-life balance.

Mini bursts of activity

Micro workouts are mini bursts of activity that make it easier for busy people to fit in some exercise from pretty much wherever they happen to be, whether at home or in the office. Particularly popular among Gen Z, they can be performed several times throughout the day and usually last from one to 10 minutes, and can include high-intensity interval training (HIIT) and circuit training routines [combining strength and cardio exercises](#). Forbes reports that some time-optimized fitness programs "incorporate technology, like wearable fitness trackers or virtual reality workouts, to optimize workout efficiency."

They may also be 10 minutes of gentle pilates, low impact cardio (like dancing), yoga stretching, or anything that qualifies as exercise. A search for micro workouts, one-minute dances, or one minute fitness videos on TikTok yields many varied results, so enthusiasts can mix it up daily.

[Fitness Magazine](#) looked into whether micro workouts actually work or are just another useless trend, using

examples ranging from "a few reps between meetings, or power-walking up the stairs at the office to two-, three- or 10-minute interval sessions over lunch incorporating 2-3 compound exercises."

Research suggests micro workouts can deliver benefits

The article states that "a growing body of research suggests that micro workouts can certainly deliver benefits." A study published in 2022, for example, found that performing short workouts every day, rather than longer exercise sessions, was enough to improve metabolic health.

Another study found that "brief (20-second), intense stair climbing is a practical, time-efficient strategy to improve [cardiovascular fitness] in previously untrained women."

And according to a third study cardiovascular fitness "was similarly increased by a protocol involving 'sprint snacks' spread throughout the day and a traditional SIT (sprint interval training) protocol in which bouts were separated by short recovery periods within a single training session."

While these workouts might not get you ready for the Olympics or burn as many calories as a lengthier session, they can definitely help.

With life feeling increasingly overwhelming, inflation on the rise, and burnout impacting growing numbers of people, fitting in a little bouts of exercise is important. As we know, engaging in regular physical activity can lower the risk of

disease, improve brain health, boost mood, reduce stress, and enhance your capacity to perform daily tasks. Even finding ways to incorporate small amounts of activity into an otherwise sedentary day can have big benefits. Micro workouts are an actionable way to do this.

Trying & failing to find the time can lead to feelings of inadequacy

Beyond the workout are micro meditations and micro mindfulness practices. Many (most?) people don't have a half hour to meditate first thing in the morning because of families, pets, kids, jobs, general tasks and general exhaustion. And trying and failing to do so on a daily basis - setting the alarm for 5 am and sleeping through it again and again - can lead to a constant feeling of failure and cycle of self loathing. But most people do have 10 minutes to sit or take a meditative walk, and taking advantage of those minutes provides the benefits of mindfulness and can also help provide a feeling of accomplishment and self worth.

This positive trend has the power to make a big difference in people's lives as it catches on with a wider audience. ✦





TRAVEL: WELLNESS DESTINATIONS & INNOVATIVE APPROACHES

The trend of wellness travel is expected to continue its upward trajectory into 2024, driven by the evolving needs and priorities of consumers. According to multiple sources, travelers are increasingly seeking ways to disconnect from everyday stressors, like economic uncertainty and global turmoil, and prioritize their health and wellbeing during their trips.

94% of affluent travelers are incorporating wellness & self-care into their trips

[GlobalData](#) reports that global inbound spending in the health and wellness sector is growing significantly, while [Travel Week](#) states that 94% of affluent travelers are incorporating wellness and self-care into their trips.

[Hilton's](#) most recent annual trends report also shows an upward trajectory. In a recent interview with Spa Executive, Amanda Al-Masri, the company's Vice President of Wellness told us, "According to our 2023 Trends Report, half of travelers seek travel experiences that align with their wellness goals and priorities. For that reason, we can be sure that there is significant and ever-increasing opportunity to win with customers in a global hospitality wellness marketplace. Historically, hospitality wellness was grounded in spa and fitness experiences, and while we absolutely plan to build on our existing strengths in these areas, we see this as table stakes."

The report states that among the wellness focused travel trends in 2024 will be quality sleep, connectivity and personalization, and culture and experiences.

A rise in retreats & wellness programs catering to the health-focused traveler

Per [Me Time Away](#), some are finding solace in seeking out off-grid, less crowded destinations that promote leisure, wellness, and meaningful experiences, with people [valuing the journey as much as the destination itself](#). And [DC Global Talent](#) states: "We are seeing a rise in retreats, wellness programs, and hotel amenities that cater to the continuously health-focused traveler."

Wellness travel in 2024 will encompass a wide variety of experiences, as hotels and resorts, as we have seen over recent years, are increasing offerings of related services and amenities including spas, fitness centers, thermal baths, reiki, yoga, and meditation sessions. Innovative and creative programs, ranging from equine therapy, oceanside cabanas, and cacao ceremonies to "[constellation-inspired programs](#)" are curated to provide relaxation and rejuvenation.

Innovation, technology, biohacking & more

Spa trends are also evolving to meet the wellness demands of travelers and many are showing innovation and creativity. Tammy Pahel, Vice President of Spa & Operations at Carillon Miami Wellness Resort, recently listed some of her future

spa trend predictions with [Luxury Travel Magazine](#). These include combining traditional spa treatments with modern technology, focusing on mental wellness, leveraging data to cater to specific wellness requests, and emphasizing nutrition. Carillon, for example, offers touchless treatments like sound therapies and zero-gravity stress reduction alongside traditional treatments like facials and massages.

Meanwhile, the Spa at Four Seasons Toronto began offering biohacking services when it launched its Wellness & Bio Bar in spring 2023, providing guests with curated, “scientifically proven evidence-based treatments” including LPG Endermologie, celluma light therapy, and hypnosis sessions.

Wellness travel in 2024 is poised to offer sanctuary for travelers and continues to be a top priority. The sector is likely to see further expansion, enriching the travel sector with innovative and transformative experiences. ✦





HOLISTIC HEALTH: THERMAL BATHING

Thermal bathing has seen a surge of global interest in the last few years. The Global Wellness Institute tagged this growing trend in 2022, and Spa Business did the same, covering developments in thermal bathing in New Zealand, Australia, and the US, where, the magazine stated, the hot springs scene was “on fire.” And this one looks like it’s still growing.

The buoyant enthusiasm for what is commonly referred to as “taking the waters” has been attributed to an increased consumer desire to connect with nature and with other people - probably related to the isolation many endured during the COVID pandemic. Bathing in hot springs and warm pools is largely a social activity, and many industry thought leaders did indeed predict that communal activities would see a surge when restrictions were lifted.

Record breaking visitation numbers

Vicky Nash, executive director of the US Hot Springs Association told Spa Business that about 50 hot springs projects were in development in the US at that time. “There’s definitely a renewed interest in hot springs properties,” she is quoted as saying. “These past two years, health-conscious consumers have been utilizing geothermal pools and baths in greater numbers, seeking more natural immune-boosting activities and many resorts have recently experienced record-breaking visitation numbers.”

The tradition of taking the waters has a long history, with examples like Turkey’s Pamukkale, Italy’s Abano and Montegrotto, Hungary’s Kiraly Bath, Slovenia’s Terme Dobrna, and the UK’s city of Bath, where we now find the Thermae

Bath Spa. Some of today’s well-known thermal spas include Iceland’s Blue Lagoon, Germany’s Therme Erding, Japan’s Kusatsu Onsen, and many more.

New builds & restorations

Renowned spas around the world are seeing new life, including Tuscany’s Grotta Giusti Thermal Spa Resort. After it was acquired by Marriott, the historic 19th Century property underwent a two-year-long resort-wide refurbishment, reopening in 2022. Located in Montecatini Terme, [Grotta Giusti](#) boasts an underground thermal cave thought to be 130 million years old, the largest in Europe, renowned for its healing properties. With newly refreshed spa, guestrooms, restaurants, and hotel bar, Grotta Giusti offers a variety of bathhouse-style experiences, including Roman baths, saunas, and experience showers. The highlight is the thermal cave, divided into three areas of varying temperatures. Additional treatments, changing rooms, and a spa garden are part of the expanded spa experience.

North America, meanwhile, is warming up to the wellness ritual with older spas undergoing renovations and transformations and new locations emerging in the US and Canada. Among the US spas undergoing renewals are Murrieta Hot Springs Resort. Set to open in February 2024, the Southern California spot has been closed to the public for 30 years. Visitors will have access to more than 50 geothermal pools, water features, and cold plunges, a “mud loft” and panoramic sauna. Spa treatments will be inspired by the minerals in the geothermal water, abundant agricultural region, and mud bathing history.

And Canada's Fairmont Lake Louise, in Banff, Alberta, is building a state-of-the-art, eco-friendly well-being thermal wellness facility. Construction on the facility, which is located on the site of the hotel's previous outdoor pool - which was built in 1926 and closed in 1980 - began in 2022 and it will open to the public in 2024. The space will feature a steam ritual, a sequence of vitality pools, saunas, a room dedicated to exfoliation and rinsing, and a lounge serving food and drink made with locally sourced ingredients to create "dishes that complement a soul awakening."

New projects in Canada & the US include:

Circle Wellness Granville Island, Vancouver: Circle Wellness, already a popular Vancouver spa, opened a second location in 2023. The private self-guided thermal experience combines ancient wellness rituals with modern technology for an immersive healing experience. The Circle is a circuit that includes a shower, soak, Welpod (an immersive and multi-sensory room designed to promote physical and emotional well-being), cold plunge, and bed of stones.

SKA City Thermal Spa, Calgary: SKA, "Calgary's only urban thermal spa," opened in 2022 offering indoor hydrotherapy with a combination of hot and cold facilities and a full line-up of wellness treatments. SKA offers evening "social hours" featuring "a more lively environment for guests to socialize, celebrate or simply take part in conversation with friends."

Forena Cité Thermale, St Bruno, Quebec: Forena Cité Thermale is a massive complex at the base of Mont Saint Bruno, offering bathing circuits and massotherapy, thermotherapy, and aesthetic care inspired by Icelandic, German, and Russian traditions. The Cité opened in 2020, right before the COVID shutdowns.

The Spa at Séc-he, Palm Springs: The Agua Caliente Band of Cahuilla Indians opened The Spa at Séc-he at the Agua Caliente Cultural Plaza in 2023, located at the tribe's sacred hot mineral spring, adjacent to Agua Caliente Casino Palm Springs. Séc-he translates to "the sound of boiling water" in the Cahuilla language, and the springs are sacred to the tribe, which has been their steward for generations.

Mysa Nordic Spa, St. Peters Bay: Mysa is Prince Edward Island's first and only Nordic Spa & Resort, located on St. Peter's Bay and featuring 17 water-view accommodations, top tier food and beverage services, and a state-of-the-art thermal spa. Mysa features an 85-person thermal bath, Aufguss ceremonies, and a wide range of spa and relaxation services including essential oil steam rooms, cold water plunges, a Finnish sauna, meditation sessions, and massages.

With its compelling blend of health and wellness benefits and the appeal of community experience, thermal bathing's resurgence in popularity will likely grow in the years to come. ✦





ALTERNATIVE THERAPIES: MUSIC AS MEDICINE

The therapeutic potential of music has become an area of keen scientific interest, specifically music as medicine. Unlike “music therapy,” music medicine does not require the expertise or involvement of a trained professional engaging the participant but can be as simple as listening to recorded tunes. The immersive experience of music therapy appears to provide more consistent benefits, but a number of studies suggest there are therapeutic advantages of mere listening.

Some might scoff, but the research is real and ongoing. A correlation has been found between listening to music and reduction in symptoms of depression, anxiety, insomnia, and physical pain. [The Guardian](#) reported recently that trials have even found that a regular prescription of music can reduce the blood pressure of people with hypertension enough to lower the risk of stroke by 13%. In some studies, participants were prescribed specific pieces, such as Bach’s Flute Sonata or Pachelbel’s Canon, but benefits are also correlated with music participants choose for themselves.

Older work published in the *Lancet* in 2015 by UK researchers [found that](#) “Listening to music before, during, or after a surgical procedure is beneficial to patients and can significantly reduce pain and anxiety, and decrease the need for pain medication, according to the most comprehensive review of the evidence so far, involving almost 7000 patients.”

According to a media brief, “even listening to music while under general anaesthetic reduced patients’ levels of pain, although the effects were larger when patients were conscious.”

Universal Music Group’s MUSIC + HEALTH SUMMIT

In September 2023, Universal Music Group (UMG), Thrive Global, and Havas Health hosted the first [MUSIC + HEALTH summit](#), exploring the relationship between music and health, and discussing recent research documenting music’s therapeutic and medical benefits. The event showcased innovators and technology integrating music into products and services devoted to fitness and wellbeing.

UMG also announced that it was licensing digital therapeutic company soundBrilliance to use selections from its catalog in clinical trials for music and health research, and introduced Sollos, a forthcoming music-centric wellness app that uses cognitive science and proprietary audio technology to support focus, relaxation and sleep.

Music as treatment for brain injuries & menstrual pain

In similar developments, researchers at the University of Alberta are currently exploring whether prescribing music could enhance medication efficacy and reduce health-care visits due to adverse drug effects. And a Portland startup that uses sensors, software and music to help people with brain injuries recover their ability to walk [has gotten the go ahead from the Food and Drug Administration](#) to market their product, InTandem. Feasibility studies have shown promising results for similar therapies to treat patients with Parkinson’s disease and multiple sclerosis.

Another example is Moonai, a Barcelona company that developed a mobile app using music to help women suffering from menstrual pain. Music Ally reported that, even in its initial pilot stage, the app was chosen as App Of The Day by Apple in several countries.

“We haven’t spent a penny on marketing in the last two years, but we just reached 17,500 users organically, with more than 25,000 downloads,” CEO Laura-June Clarke told Music Ally.

The most relaxing music in the world

The UK Telegraph reported in 2011 that, according to research, a track called “Weightless” by Manchester trio Marconi Union was associated with slow breathing, reduced brain activity, and an average 65% reduction in overall anxiety. The group worked with sound therapists to create the track, which contains harmonies, rhythms, and bass lines designed to help slow heart rate, reduce blood pressure, and lower levels of the stress hormone cortisol. ✦

Spa Executive magazine is published by Book4Time, the global leader in ancillary revenue and spa management software for the hospitality industry. Book4Time manages the end-to-end guest experience for international hotels, resorts, casinos, golf and private member clubs in more than 100 countries worldwide.

Based in Ontario, Canada, Book4Time is the first cloud-based software for the wellness industry to provide a centralized multi-location platform. With 60+ hotel system integrations, new updates every 4-8 weeks, the industry’s highest uptime at 99.99%, support in 15 languages, and LIVE 24/7 phone and email support, Book4Time is used by more Forbes 5-Star rated spas than any other vendor.

Learn more at Book4Time.com or book a demo today.

