

Spas are seeing more men, a less-is-more approach for guests

By LEANNE ITALIE an hour ago



In this Tuesday, Aug. 6, 2019, photo, Hershey lead massage therapist Samantha Fisher applies a mini chocolate-and-marshmallow whip hydrating facial, at the 2019 International Spa Association event, in New York. It is Circadia's collaboration with MeltSpa by Hershey. (AP Photo/Richard Drew)

NEW YORK (AP) — Spa visits and the money they generate reached record highs last year in the U.S. with \$18.3 billion in revenue driven by 190 million pampering trips, according to the International Spa Association.

The leading industry group for spa professionals recently held its 25th annual event for media to show off trends and services among its 2,300 members. Garrett Mersberger, the association's board chairman, broke down a few highlights for The Associated Press:

CONNECTING TO NATURE

The Spa at the Woodstock Inn & Resort in Woodstock, Vermont, honors bees with an exfoliating whipped honey scrub, followed by a honey moisturizing wrap. Honey is incorporated into other treatments as well. Surrounded by the Green Mountains, the hotel grows produce on a small organic farm that attracts bees. A pollinator garden is used to teach guests about bees, including severe dangers they now face.

“Our legacy is sustainability, conservation,” said Michelle Adams Somerville, director of spa and wellness.

The rustic experience also includes community meals using the property's harvests, and culinary classes.