

# How does the design of a wellness retreat impact guest wellbeing?

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**Abstract** The purpose of our study is to gain an understanding of how the design of a wellness retreat impacts guests' overall wellbeing. A wellness retreat is a needed business for anyone struggling with their physical or mental health. "Throughout the entire spa experience, using the different healing, and pleasure amenities to help the guests feel more comfortable" (Boger, Suna, Jung-Eun Yoo, 2010, p. 718). One main goal we are designing to achieve is to ensure the guests' comfort. Implementing personalization in certain areas, it gives the guests control of their surroundings.

The results of our research show great variety coming from the different exercises people participate in, and health issues that are affecting people, to the most calming color palette.

**Methodology** The research we conducted was quantitative data. We released an eighteen-question survey for all staff and students on the NDSU listserv and social media pages. With the survey being out for 21-days, we collected 253 responses. The Survey responses were voluntary and anonymous. The participants were able to leave the survey whenever they needed. If someone didn't finish the survey, it wasn't included in the final results.

The format of questions were multiple choice, open-ended answers, Likert scale, and with some imagery being shared to get more detailed answers.

**253 Total Responses**  
 Female - 194  
 Male - 41  
 Transgender - 2  
 Non-Binary - 1  
 Prefer no to answer - 2

44.31% of the results were between the ages of 18-24

<b>Review of Literature</b> "Spas have become a pertinent cultural force, influencing not only how consumers manage their health, appearance, and stress, but also how consumers socialize, spiritualize, travel, and work" (Boger, et al., 2010, p. 718)	"Throughout the entire spa experience, using the different healing, and pleasure amenities to help the guests feel more comfortable" (Boger et al., 2010, p. 721)	"It is necessary to insist on the variety and particularity of the materials and textures used in the interior design of a spa center's rooms" (Kaymaz & Oral, 2011, p. 1366)
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**Discussion** With variety being a large outcome, finding a common preferred environment was more challenging than expected. Participants viewed the inclusive meditation as more of an inviting location [B-42.01%, C-49.77%]. Along with a preferred gender-neutral setting [31.71%] and those who neither agreed or disagreed [41.95%].

Participants listed common types of exercises we will be incorporating into our facility. With a wide range of answers, we are providing multiple areas for a variety of our results. Those results being cardio, strength training, yoga, and stretching. Research showed the importance of sustainability within a workplace or commercial environment. To ensure our guests experience a healthy and relaxing stay, we provided questions regarding the participants knowledge on sustainability. Our participants viewed sustainability as a core factor throughout our design process to guest's experiences.

We learned through our research the many diverse calming activities in which people prefer to do in a retreat location. These include exercise [15%], relaxing and reflecting [21.34%], access to healthy foods [15.63%], and the surrounding ambience of the environment[19.48%].

**References**

Boger, C.A., Suna, K., Jung-Eun Yoo, J. (2010). Importance-performance analysis with benefit segmentations of spa goers. *International Journal of Contemporary Hospitality Management*. 22(5). 718-735. <http://dx.doi.org/10.1108/09596111011053828>

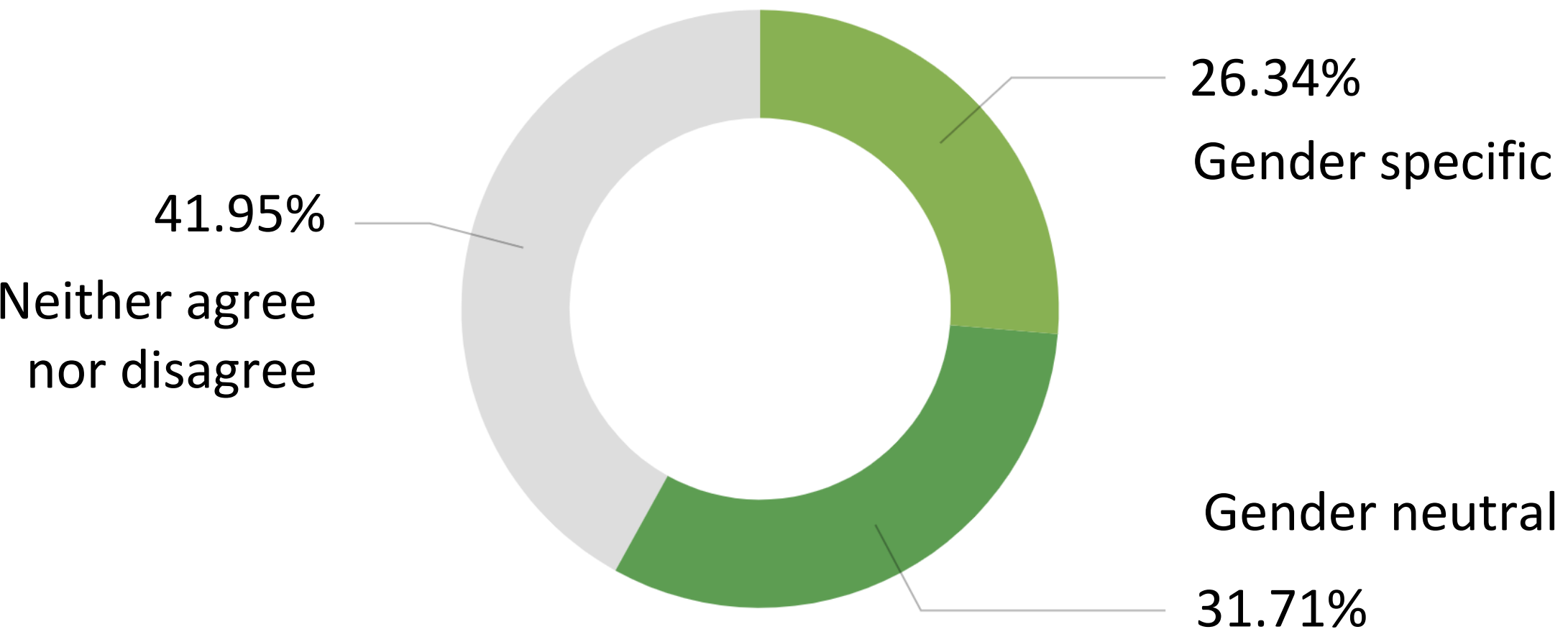
Kaymaz, M. K. & Oral, M. (2011). Spa centers and the conception of their interior design. *Engineering Sciences*, 6(4), 1359-1370. <https://dergipark.org.tr/en/pub/nwsaeng/issue/19856/212714>

## Results

Participants were given the opportunity to select their preferred meditation area.



Participants were asked if they prefer a gender specific or gender-neutral wellness retreat/spa setting.



Participants were asked what color palette would help them relax the most.

