



# Russian Spa industry

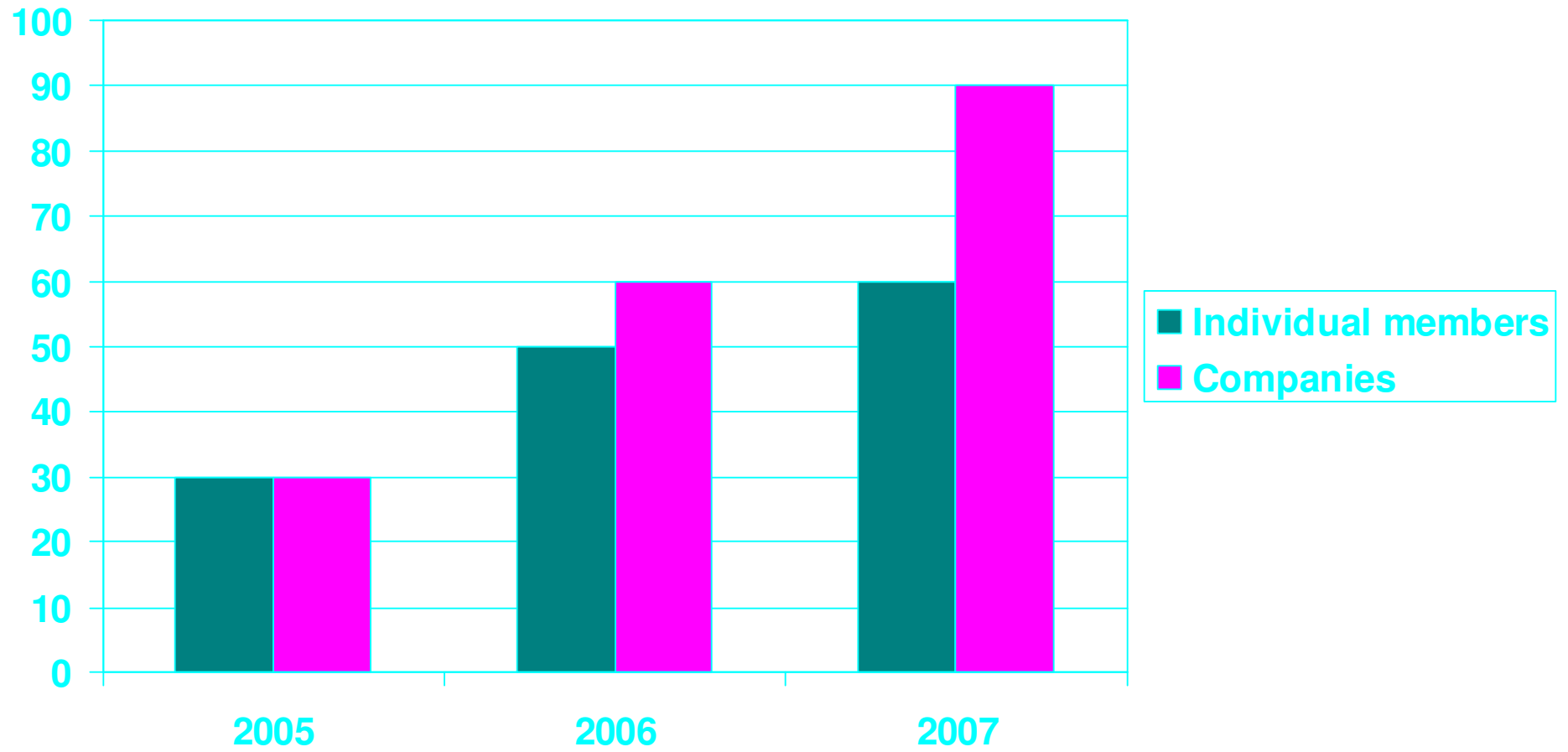
**RUS** **SPAN**  
**SPA**  
**INDUSTRY**  
**SUMMIT**

**RUSSIAN**  
**SPA**  
**PROFESSIONAL**  
**AWARDS**



**spa**  
**report**





# Type of client in Spa

## Women:

20%-20-35 y.o.

75% - 35-50 y.o.

5% -50 y.o. and more

## Men:

5% -20-35 y.o.

85% -35-50 y.o.

10% -50 y.o. and more

## The income level per months:

35%-500-1500\$

35% - 1500-5000\$

30% -more than 5000 \$

## The income level per months:

45% -1500-5000\$

10% -5000 -15000 \$

40% -more than 15000\$

# What is the Spa for client?

1. Do you know Spa?

Yes -65% No-35%

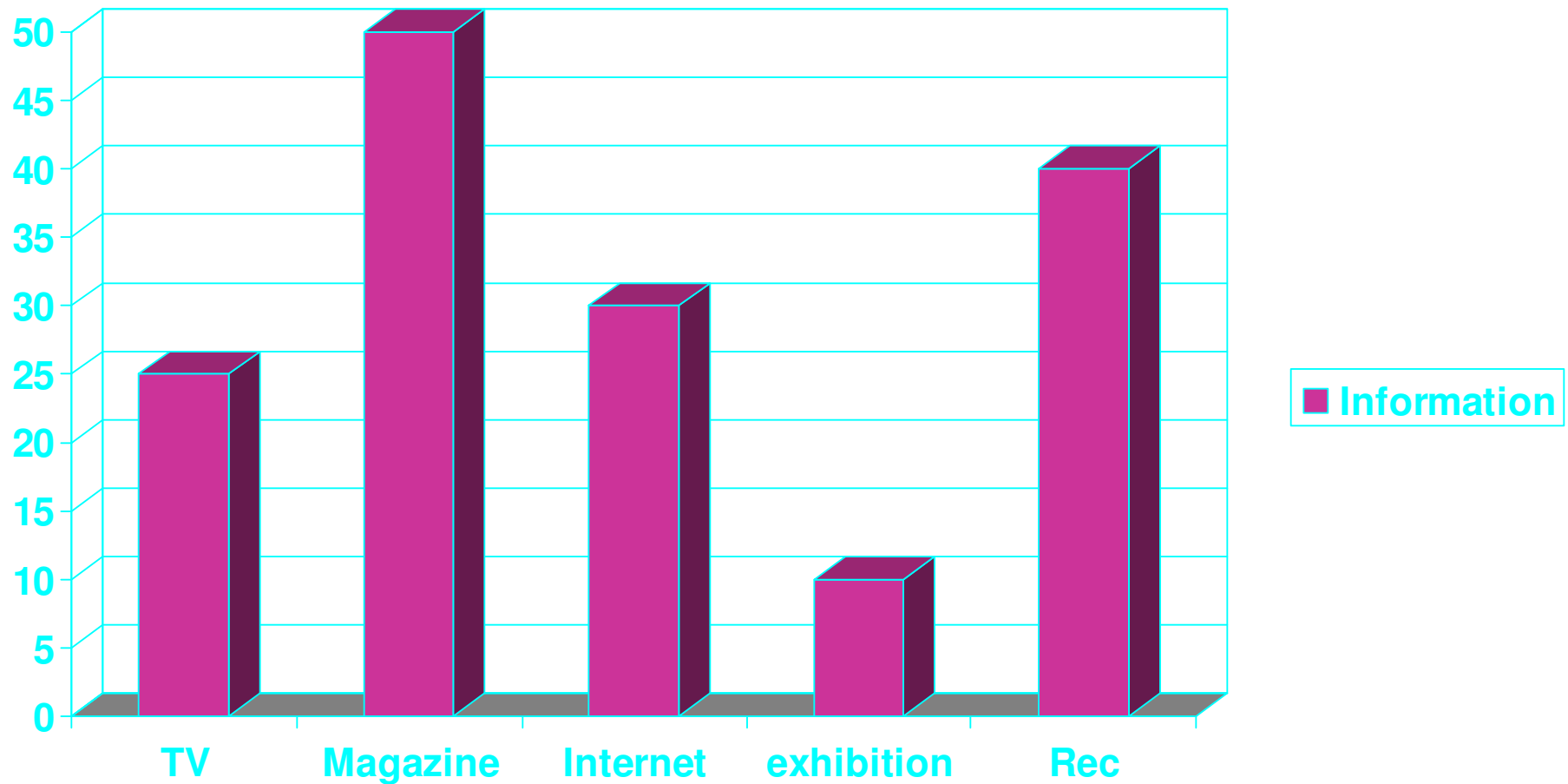
2. What is Spa to you?

The Pleasure -50%, The relax-50%

3. What you prefer in Spa?

Thalassotherapy -50%, hydrotherapy-50%, face treatment-50%, massage -90% (prefer hand massage)

# Sources of the reception to information



# Spa classification

## 1. Day spa:

Day spa

Wellness spa

Spa of bath complex

Medical Spa

## 2. Destination Spa:

Spa resort

Spa hotel

Resort's spa center without natural springs application

# Spa classification

## 3. Natural bathing spa:

Natural mud spa

Mineral spring spa

Hot spring spa

Sea water spa

## 4. Related spa:

Salon with spa-elements

Spa nail-studio

# The type of object;

Day Spa -30%

Destination Spa -25%

Natural bathing spa - 15%

Related Spa-30%

# The objects' total area:

50% Moscow and Moscow area

25% Krasnodar Area

10% Siberia and Ural area

7% Saint-Petersburg

8% -other regions

# Spa trend in 2007

Day spa - Most dynamic type out the day  
Spa.

Spa of bath complexes - almost is growing  
the number of the object

The Medical spa

The Destination Spa and Spa Hotels

# Spa trend in 2007

1. Investors
2. Employee
3. Prices of treatments
4. Spa product
5. Spa facilities
6. Spa tourism
- 7 Men's Spa

# Spa trend in 2007

In Russia the Spa Industry is developing.  
Thank you very much.

