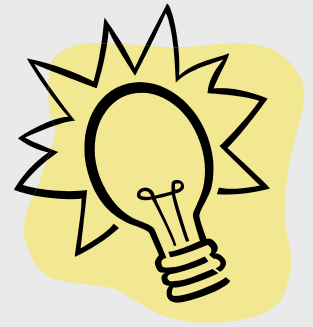


THE GLOBAL SPA ECONOMY

2007





The global spa economy is bigger than you think



**\$255
billion**

What is the Spa Economy? What is an Industry C

Spa Facility Operations



Core Industries

Enabled Industries Associated Industries

Global Spa Facilities

- **\$46.8 billion**
- **1.2 million workers**
- **71,600+ spas**

How Big Is The Spa Industry

Impact On "Non-Spa" Industries: \$119.3

(US\$ billions)

Spa Facility Operations

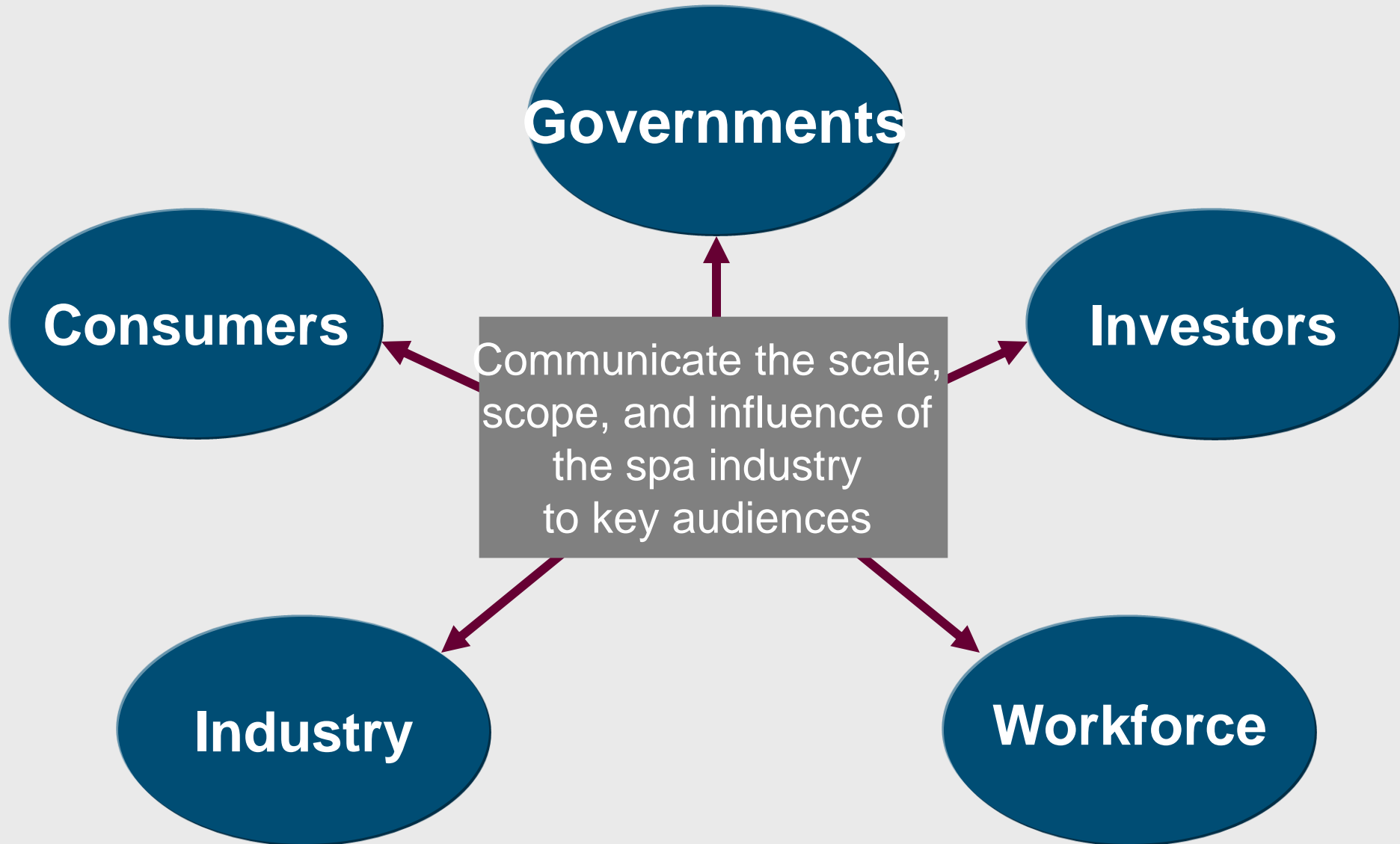
\$46.8



"Spa Economy" = Core + Enabled Industries

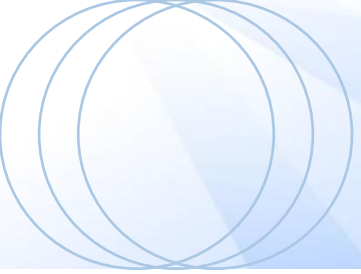
Associated Industries \$1,099.7 billion

Why should you care about the spa economy and its size?



What are the challenges of measuring the global spa economy?



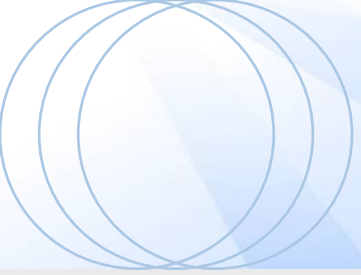


Definitional Challenges: *What is a spa?*

Water-based or not water-based?	How many services? How many rooms?
Exclusive or mass market?	How to account for cultural & historical contexts?

For the purposes of estimating the global spa economy:

This study defines spas as establishments that promote wellness through the provision of therapeutic and other professional services aimed at renewing the body, mind, and spirit.

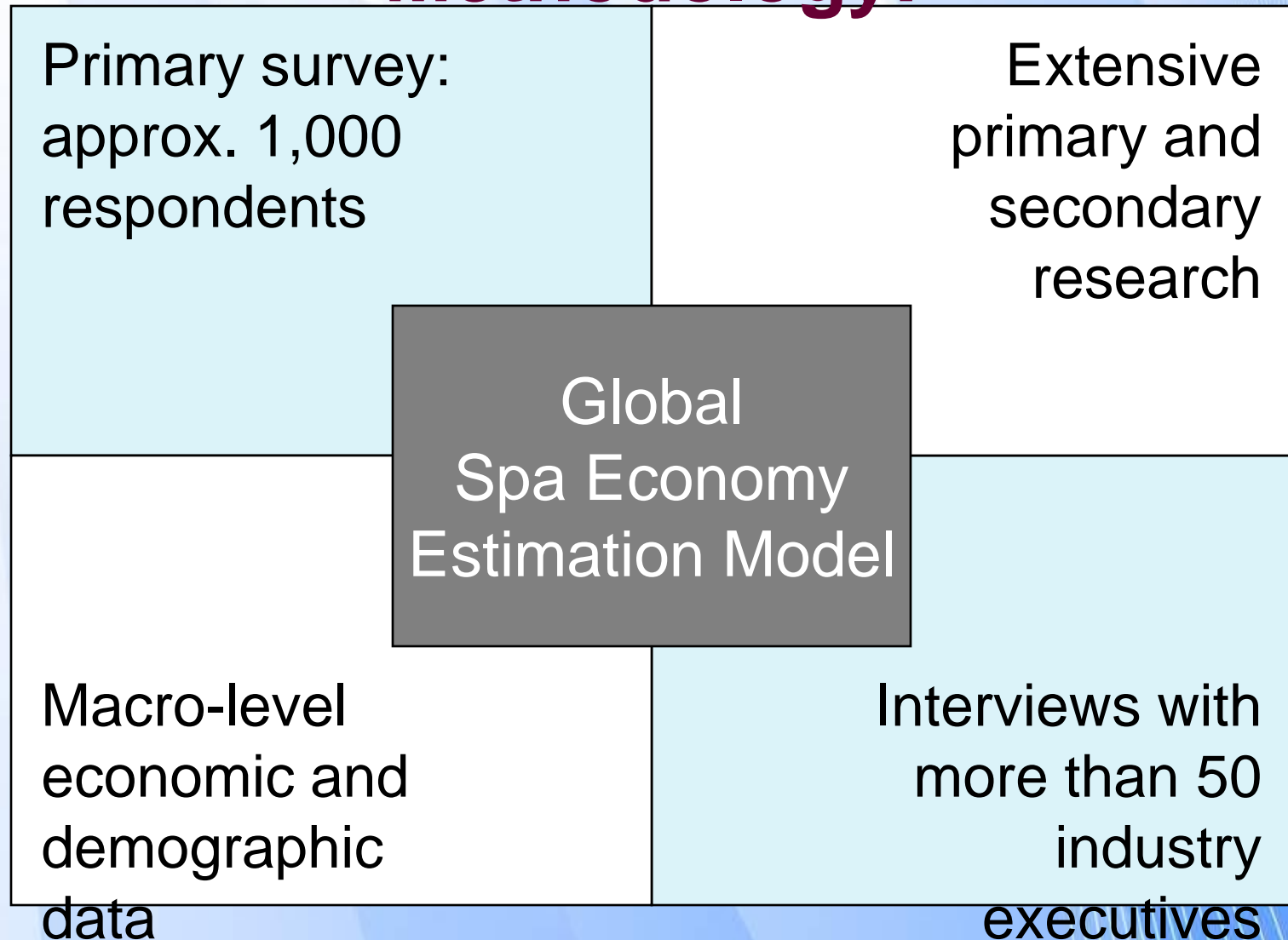


Data Challenges: *Where to find data?*

✓ **Industry data not tracked by governments**

✓ **Adding apples and oranges to rice grains**

The Spa Economy Estimation Methodology:

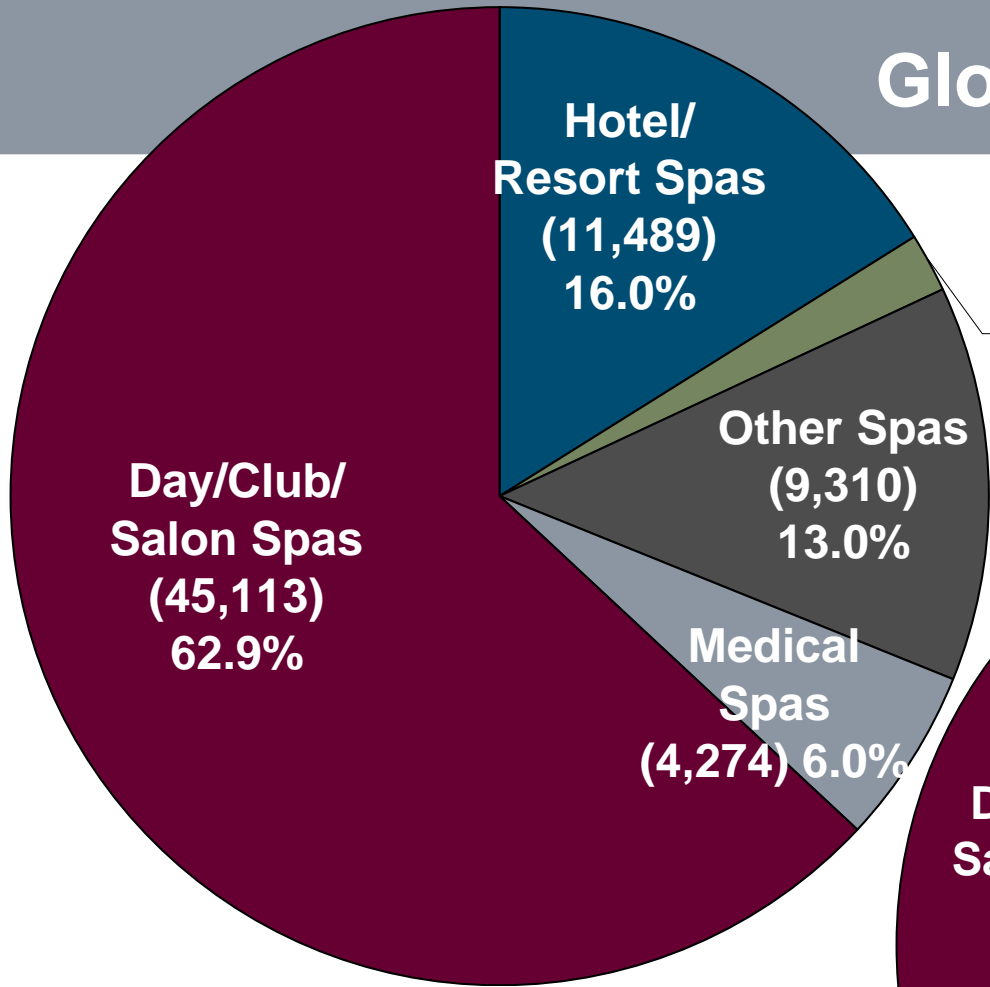


**What does the spa economy
look like around the world?**

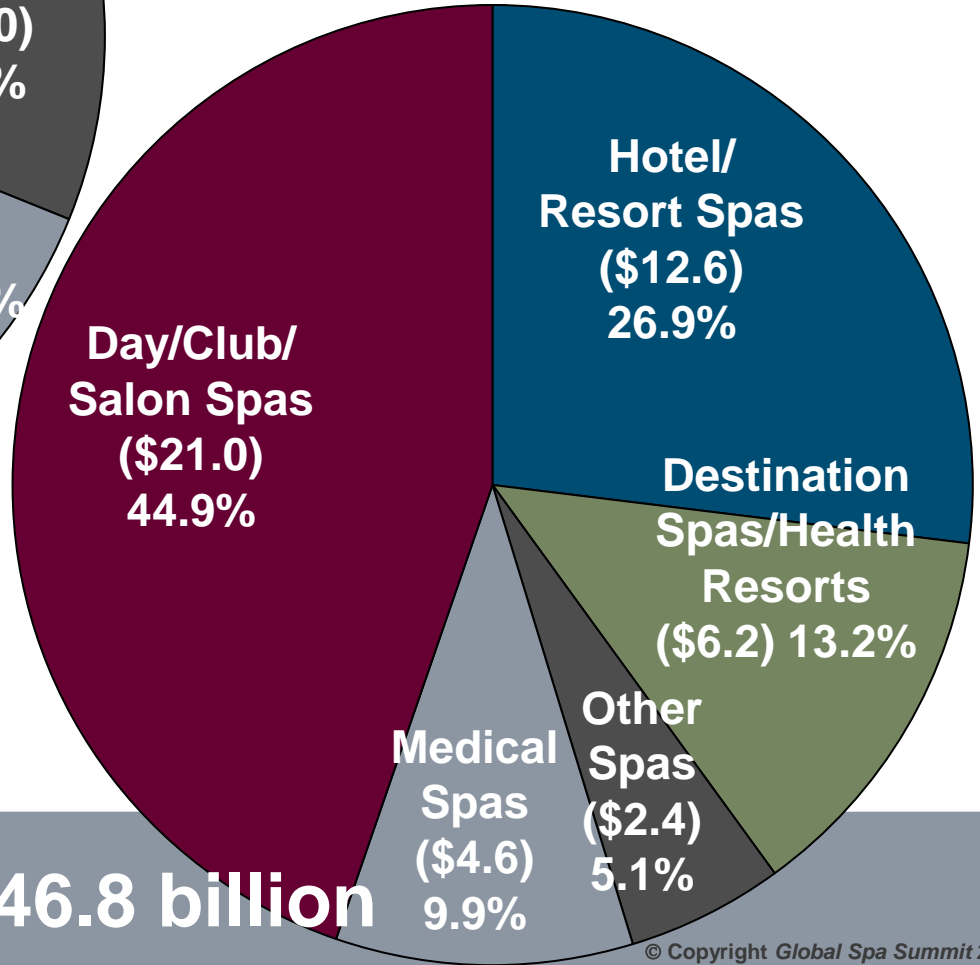
**How does it vary from
region to region?**



Global Number of Spas: 71,6



Destination Spas/Health Resorts (1,485) 2.1%



Global Spa Revenues: \$46.8 billion

North America

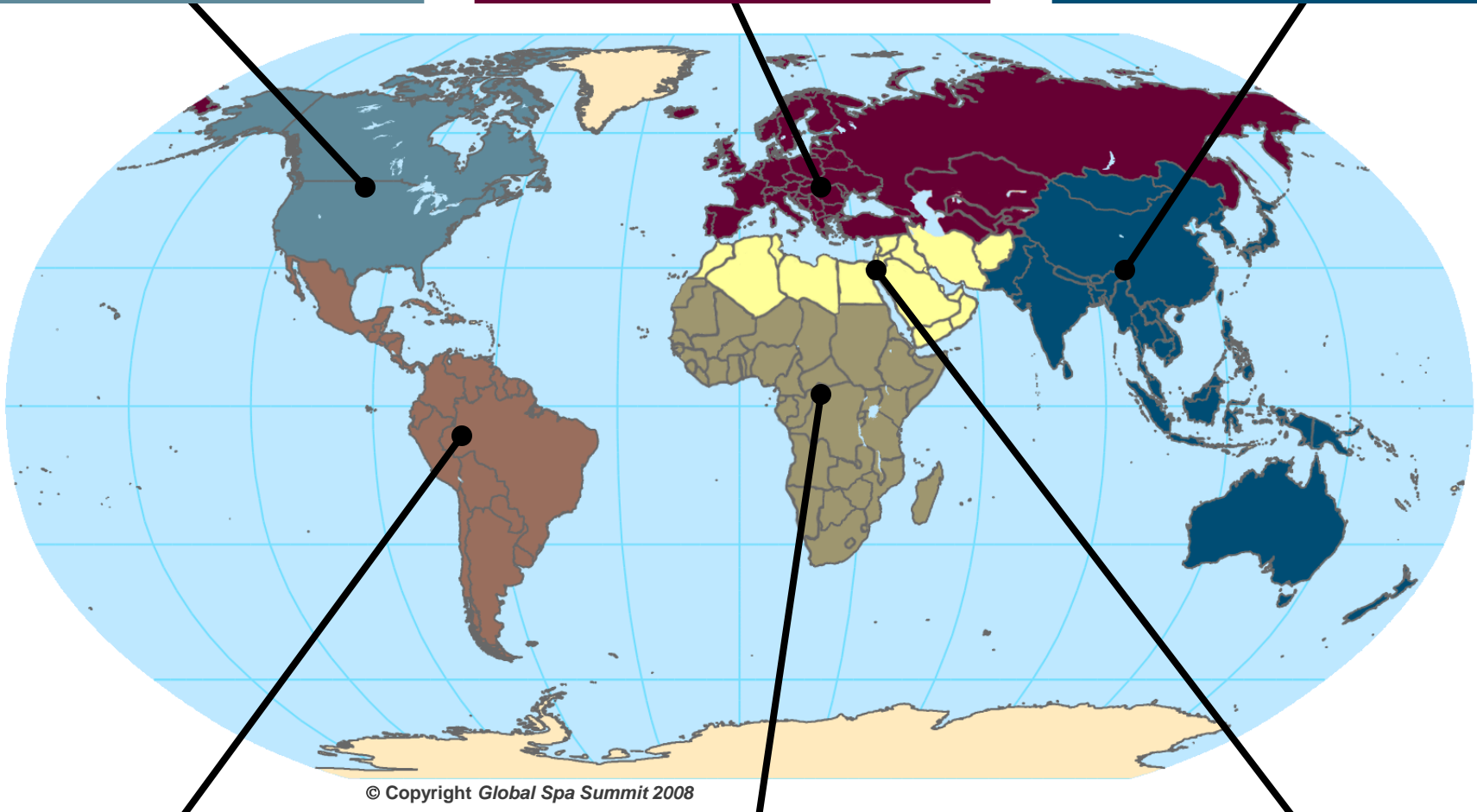
20,662 spas
\$13.5 billion
307,229 workers

Europe

22,607 spas
\$18.4 billion
441,727 workers

Asia-Pacific

21,566 spas
\$11.4 billion
363,648 workers



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Latin America-Caribbean

5,435 spas
\$2.5 billion
82,694 workers

Africa

389 spas
\$0.3 billion
7,273 workers

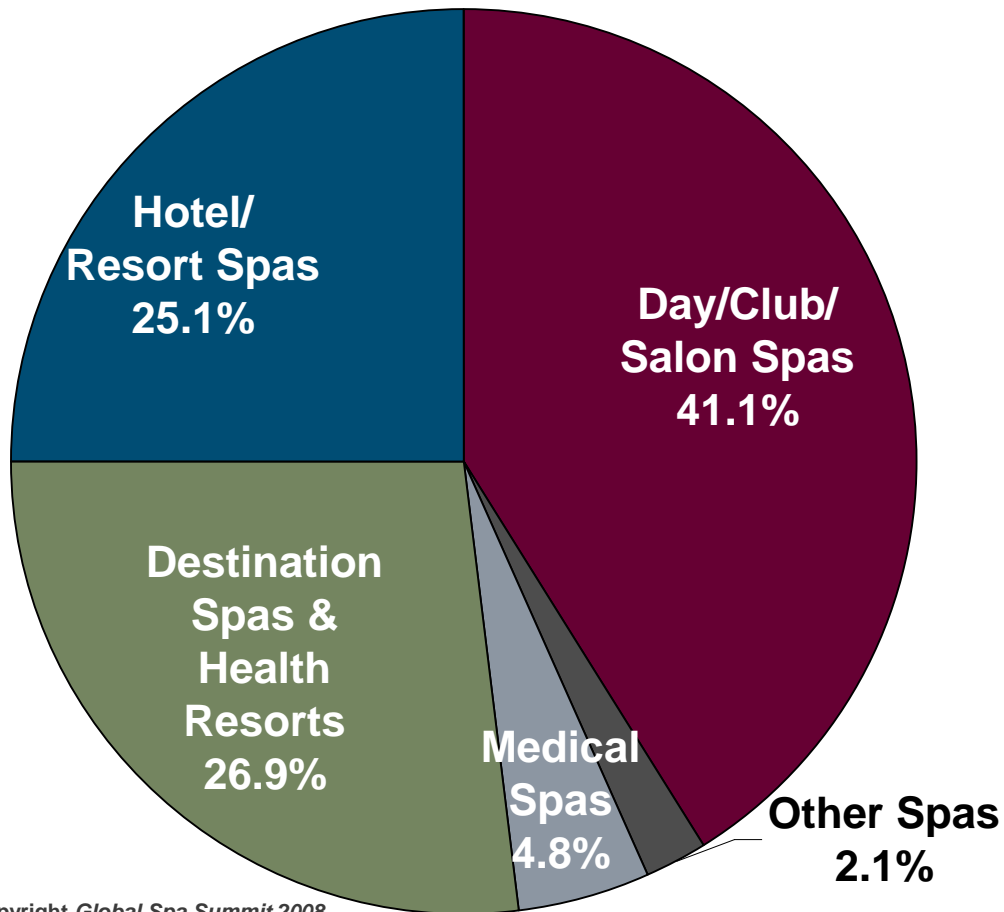
Middle East-North Africa

1,014 spas
\$0.7 billion
20,938 workers

Europe

Spa Revenues

\$18.4 billion



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Top Countries

Germany
France
Italy
UK
Spain
Austria

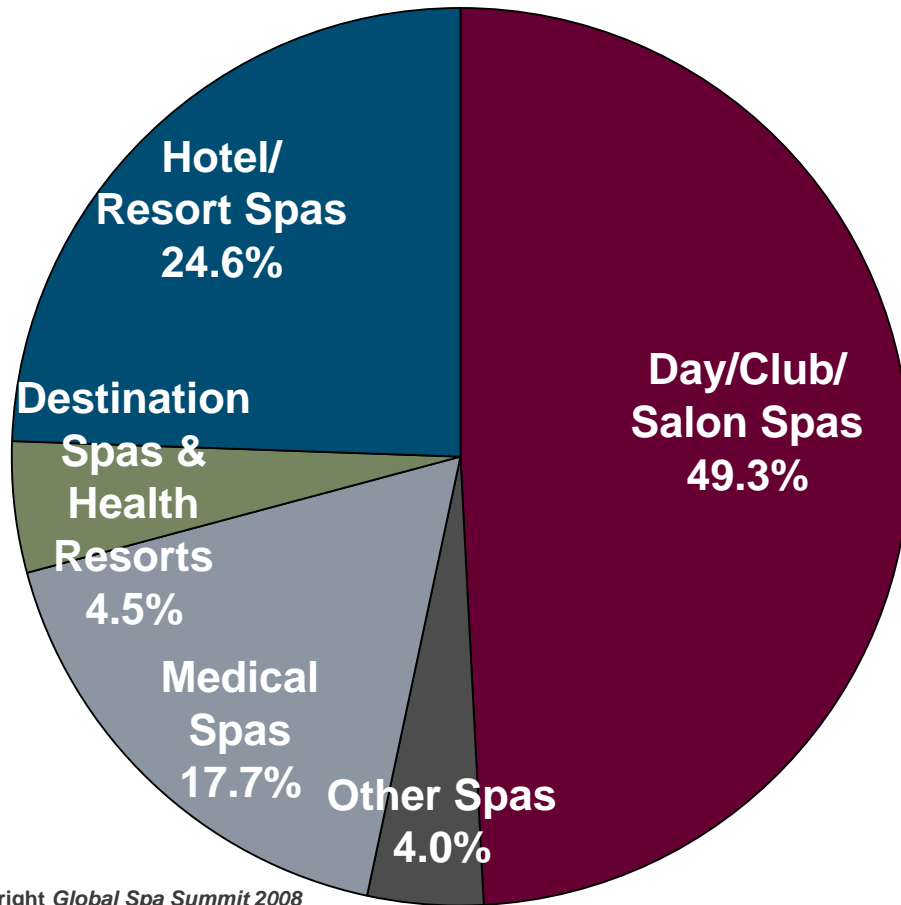
Spa Tourism

International:
7.4 million trips
\$15.1 billion

Domestic:
40.5 million trips
\$33.3 billion

Spa Revenues

\$13.5 billion



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Countries

United States

Canada

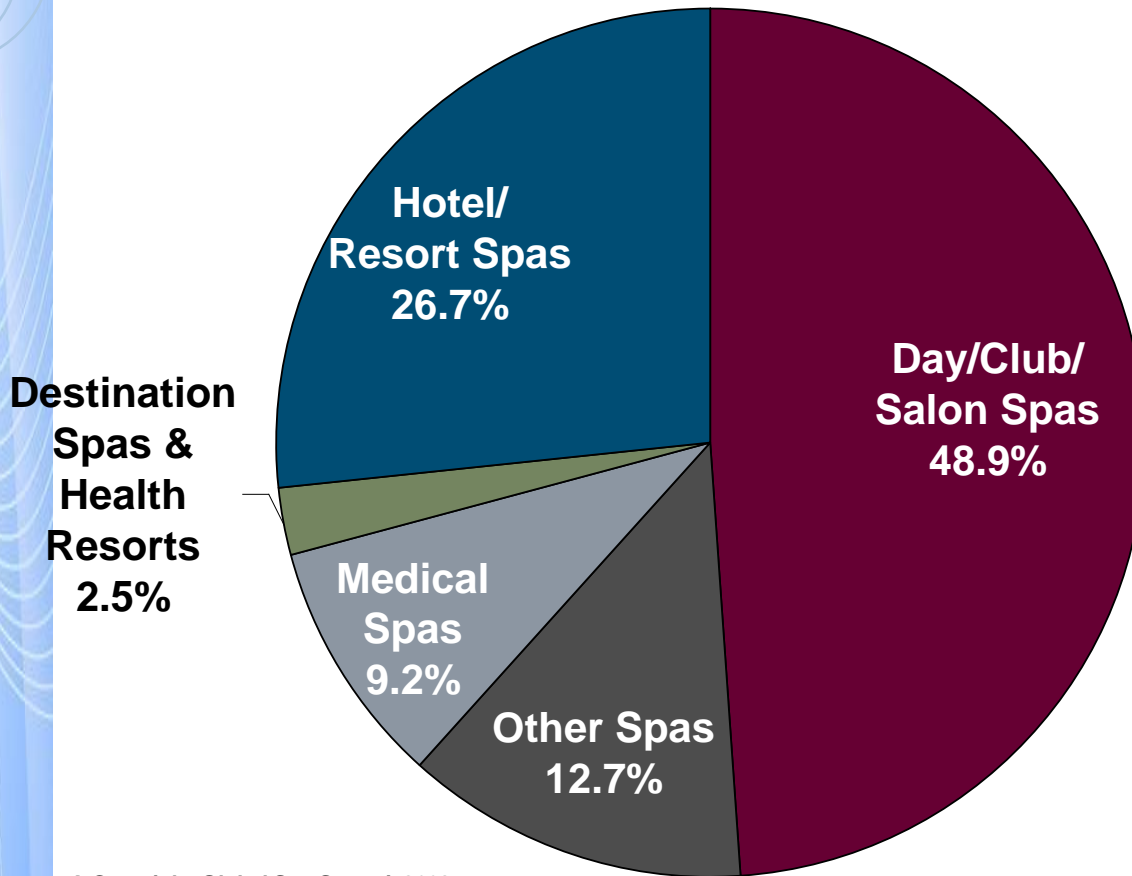
Spa Tourism

International:
1.4 million trips
\$5.8 billion

Domestic:
24.0 million trips
\$11.4 billion

Spa Revenues

\$11.4 billion



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Top Countries

- Japan
- China
- South Korea
- Australia
- Thailand
- India
- Hong Kong
- Singapore

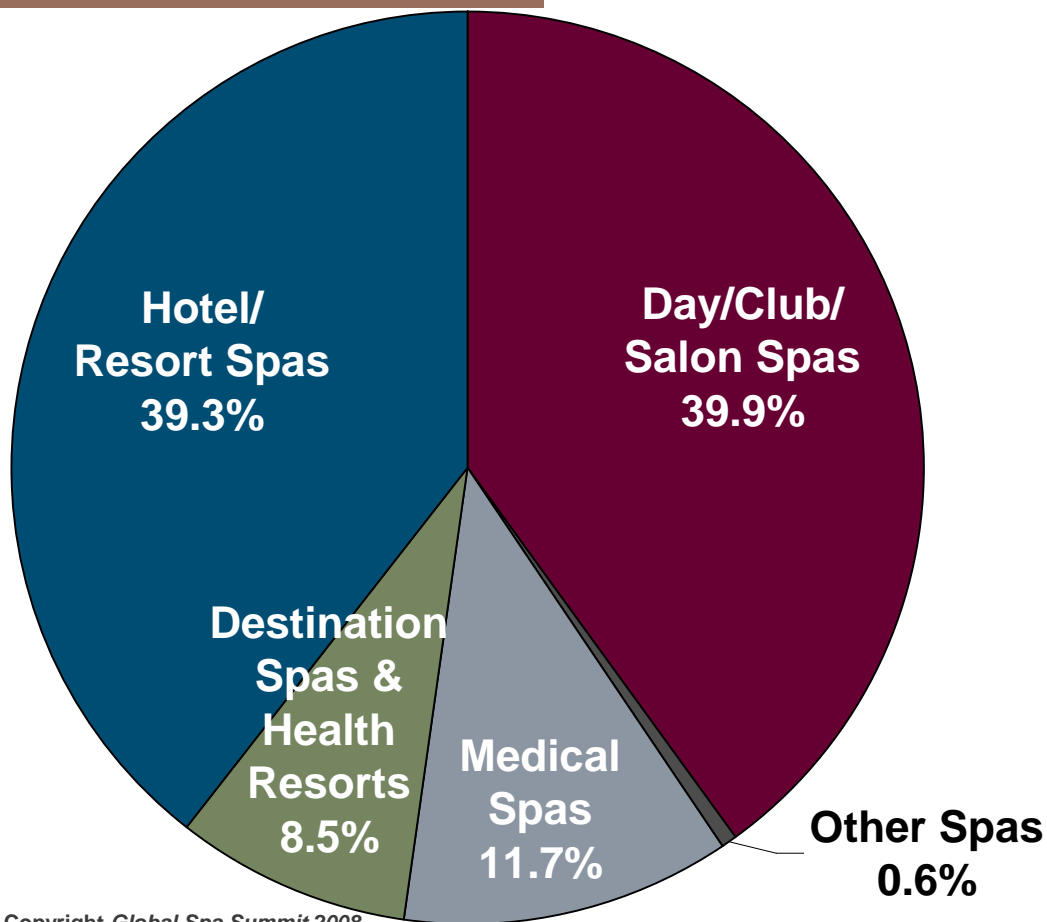
Spa Tourism

International:
2.8 million trips
\$7.1 billion

Domestic:
50.5 million trips
\$19.8 billion

Spa Revenues

\$2.5 billion



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Top Countries

**Mexico
Argentina
Brazil
Puerto Rico
Colombia
Chile**

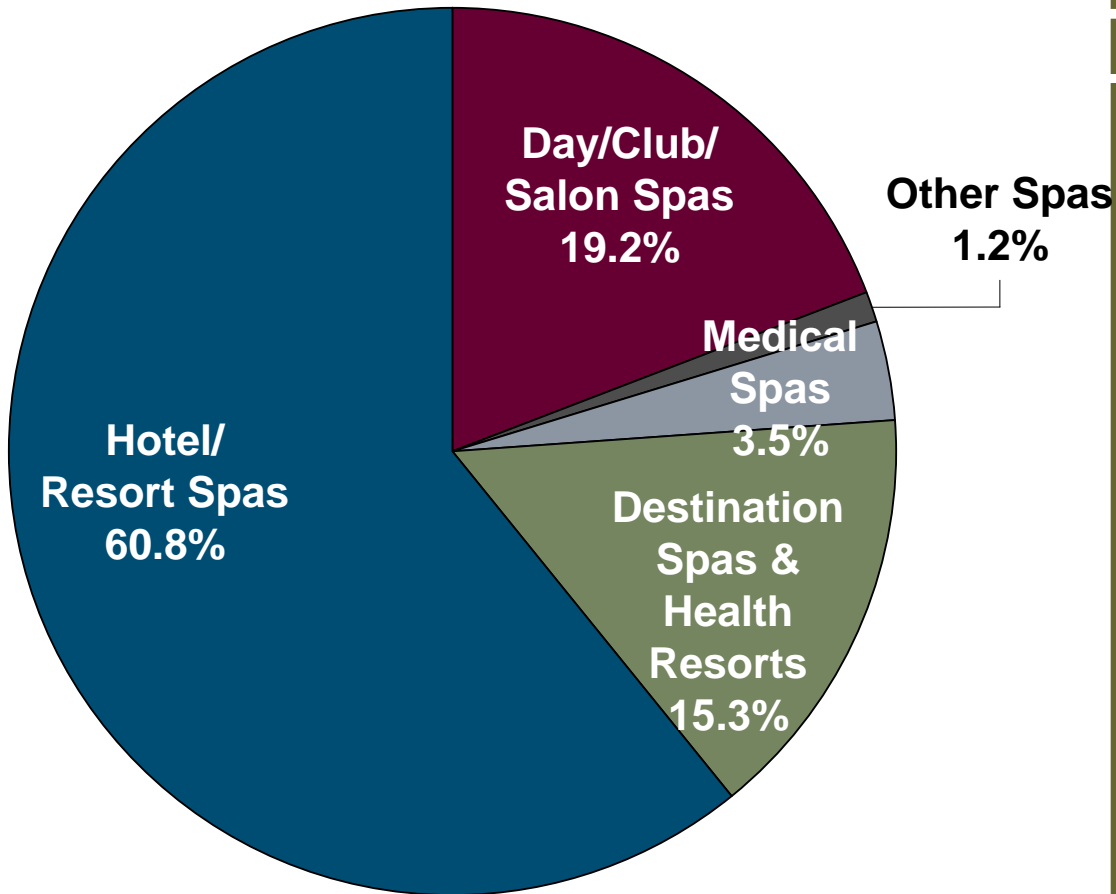
Spa Tourism

***International:*
4.5 million trips
\$8.9 billion**

***Domestic:*
8.1 million trips
\$1.5 billion**

Spa Revenues

\$0.7 billion



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Top Countries

- UAE
- Israel
- Tunisia
- Saudi Arabia
- Egypt

Spa Tourism

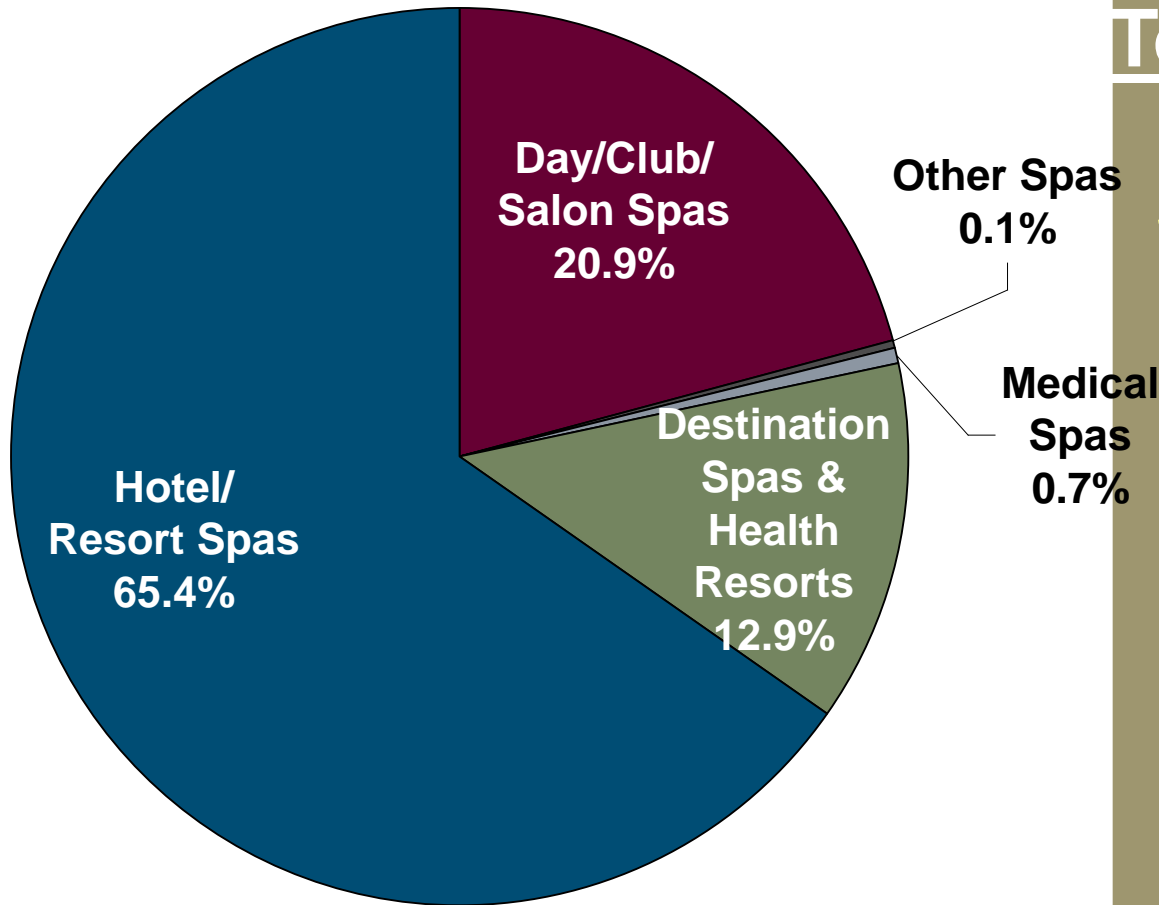
International:
1.2 million trips
\$2.1 billion

Domestic:
0.3 million trips
\$0.2 billion

Africa

Spa Revenues

\$0.3 billion



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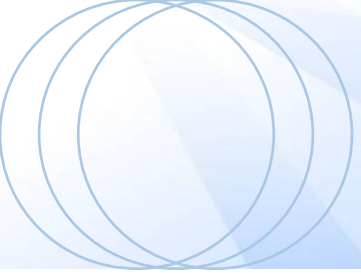
Top Countries

**South Africa
Seychelles
Botswana
Kenya**

Spa Tourism

**International:
0.4 million trips
\$0.8 billion**

**Domestic:
0.8 million trips
\$0.2 billion**



Key Messages

The spa economy is big

\$255 billion

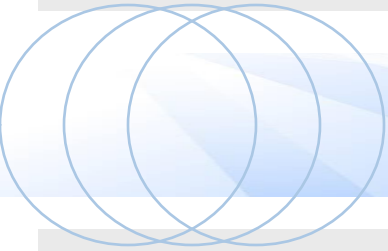
It has a ripple effect on industries around the world

\$119 billion

The global health and wellness market is even bigger

\$1 trillion +

Looking to the future...



How you can contribute to a stronger industry voice?

- ✓ Communicate the size and importance of the spa economy to the key audience groups
- ✓ Share intelligence with the Global Spa Summit if there are new studies and data in your countries and regions

Contact: research@GlobalSpaSummit.org

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