



# THE GLOBAL SPA ECONOMY 2007



May 2008

 **Global Spa Summit**  
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To purchase a copy of the report, please email  
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## Executive Summary

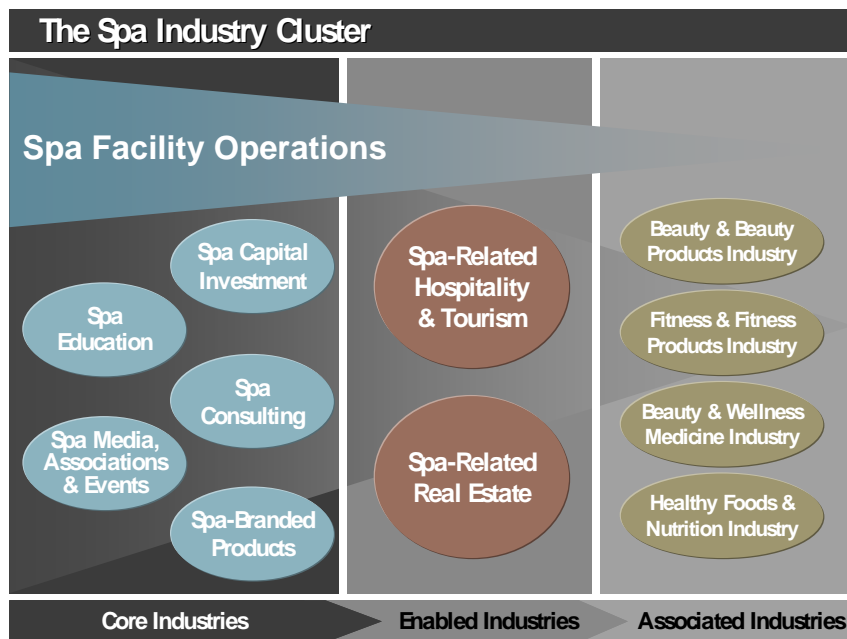
The *Global Spa Economy 2007* is a landmark first step in developing a framework to quantify the global spa industry. The objectives of this study are:

- To put forward a comprehensive framework to understand and quantify the scale and impact of the global spa economy.
- To develop high-level, global estimates that enable industry leaders, investors, and policymakers to make informed business and policy decisions.
- To stimulate dialogue among all industry stakeholders regarding the definition, measurement, and positioning of the global spa industry going forward.

The study has taken a decidedly inclusive approach in defining the term “spa” by considering its different interpretations by global businesses and consumers.

**For the purpose 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.**

To estimate the size of the global spa economy, SRI employed an industry cluster framework that is widely used by industry and government leaders around the world for high-level strategic planning and organizing stakeholder groups for action. When viewed through



this framework, the spa economy – consisting of **core industries**, **enabled industries**, and **associated industries** – is much larger than it may initially appear. The analytical framework is illustrated below.

SRI estimates that the total size of the global spa economy in 2007 was \$254.7 billion. This estimate includes \$60.3 billion in core spa industries and an additional \$194.4 billion in spa-enabled industries, as shown in the table below.

<b>Size of the Global Spa Industry, 2007 (US\$ billions)</b>	
<b>Core Spa Industries</b>	<b>\$60.31</b>
Spa Facility Operations	\$46.81
Spa Capital Investments	\$12.99
Spa Education	\$0.31
Spa Consulting	\$0.07
Spa Media, Associations, & Events	\$0.13
Spa-Branded Products	n.a.
<b>Spa-Enabled Industries</b>	<b>\$194.35</b>
Spa-Related Hospitality & Tourism	\$106.05
Spa-Related Real Estate	\$88.30
<b>Total Spa Economy</b>	<b>\$254.66</b>

Spa facility operations represent \$46.8 billion in revenues, or 78% of the “core” industry. The spa industry has been experiencing rapid growth in many regions around the world, and this growth is reflected in a significant level of capital investment, estimated at over \$12.9 billion in 2007. The other “core” sectors – including education; consulting; and media, associations, and events – are relatively small by comparison, but still represent important pieces of the industry. Together, these sectors earned an estimated \$0.51 billion in revenues in 2007.

A significant amount of activities in the tourism and real estate sectors are influenced by the burgeoning spa, health, and wellness trend. SRI estimates that \$106.0 billion in global tourism and hospitality revenues were “enabled” by the spa industry in 2007. Additionally, an estimated \$88.3 billion in global real estate construction revenues were “enabled” by the spa lifestyle concept in 2007.

The spa industry sits solidly within a broader set of lifestyle, health, and wellness-driven industries. The four “spa lifestyle associated

industries” – those industries directly interconnected with the spa industry – represent a global market that exceeded \$1 trillion in 2007.

<b>Global Spa Lifestyle Associated Industries, 2007</b>	
	<b>Global Market Size (US\$ billions)</b>
Beauty and beauty products industry	\$500.2
Fitness and fitness products industry	\$241.3
Beauty and wellness medicine industry	\$195.8
Healthy foods and nutrition industry	\$162.4
<b>Total</b>	<b>\$1,099.7</b>

The size of the spa economy and its economic impacts represent an important message that should be communicated for purposes of:

- Advocating to government leaders that the spa industry is an important and strategic sector to be supported;
- Joining industry stakeholders together to provide a stronger voice and more collaborative action;
- Reaching out to consumers by allowing for flexibility in the interpretation of “spa” and inclusion of cultural and traditional contexts;
- Informing investors of the opportunities that exist in the diverse and growing spa industry; and
- Attracting qualified professionals to the spa industry.

The SRI team has arrived at the estimates presented in this report based on a combination of primary and secondary research and economic modeling techniques, including: a global survey that collected approximately 1,000 responses; intensive research and data collection from national, international, and industry sources; and

interviews with high level executives in the spa industry. Together, these lines of research were used to craft a tailored economic estimation model that attempts to quantify an industry where enormous information and data gaps exist. In essence, this study provides a snapshot of the global spa economy in 2007 for 210 economies around the world.

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