

SpaFinder's Fifth Annual

"STATE OF SPA TRAVEL" SURVEY

- Traveling to Spas Specifically for Health & Wellness is #1 Emerging Trend
- Hotel/Resort Spas Even More Aggressive with Deals in 2011
- Spa Travel Clocking Significant Gains

SpaFinder's "State of Spa Travel" survey, conducted annually with global travel agents, is designed to provide the travel industry with fresh insight on unfolding developments in the spa travel sector, including the health of this travel market, current pricing and consumer trends, traveler demographics and popular locations and amenities.

KEY FINDINGS

1) Overall Health of the Market

Gains for Spa Travel in 2010:

Forty-six percent of agents reported an increase in bookings for travel with a strong spa component (hotel/resort/destination spas) for full-year 2010, while 34% reported that spa travel remained about the same as in 2010 and 2009.

Twenty percent reported declines in 2010 over 2009.

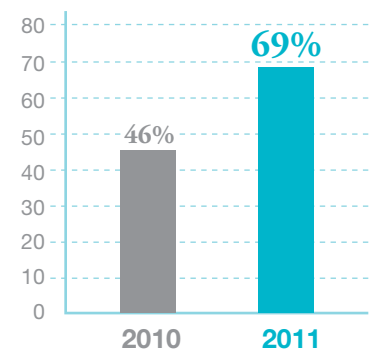
An Even Stronger Spa Travel Market Forecast for 2011:

Sixty-nine percent of agents predict growth for spa travel for full-year 2011 (which is 23% more than reported growth for 2010), while 26% expect bookings to remain about the same as last year. Overall, 95% report that their spa travel bookings will either grow/hold firm this year.

Only 5% predict declines for this travel category for 2011.



Percentage of Agents Reporting Growth in the Spa Travel Market





HEALTH & WELLNESS #1 NEW TREND

2) Hot Trend: Travelers Seeking Spas Specifically for Health & Wellness

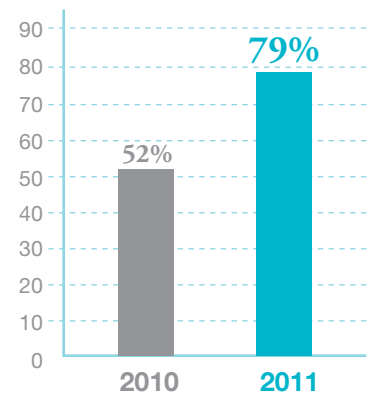
For the first time in the survey's five-year history, agents ranked "increased interest in spa travel specifically for wellness & health," (i.e., clients visiting spas to better themselves through weight loss or fitness programs, etc.) as the #1 emerging spa travel trend.

This trend beat out the top trend of 2009 and 2010: more "social spa-ing" (or friends/groups traveling together to the spa). The third-biggest trend for 2011 is people traveling solo to spa destinations.

Additionally, 4 in 5 agents (79%) report clients are now measurably more interested in spa vacations with a strong health/wellness component than last year. (Only 3% report health/wellness-focused spa travel is on the decline).

While wellness-focused spa travel trumped all other trends, "social spa-ing" is still a strong interest, as 54% of agents report it's a bigger trend in 2011 than in 2010 (and only 6% see that trend declining).

Percentage of Agents Reporting Customer Interest in Spa Vacations with a Strong Health/Wellness Component



3) Despite Strengthening Economy, Even More Deals

Despite the measurable economic and travel recovery, a surprising finding was that 55% of agents report that hotel/resort/destination spas are actually offering more aggressive deals, attractive pricing and value-add packages in 2011 over 2010. Another 37% reported the deals are holding firm, while only 8% note any declines in spa travel deals this year.

At the same time, prices seem to be holding firm at the higher end of the market. For instance, in 2009 and 2010, 75% of spa travel booked fell under \$299/night — but that dropped to 62% of bookings this year. And while in 2010 only 10% of bookings were in the \$350+/night range, this year that jumped to 21%. For 2011, the most commonly booked price-per-night is \$250-\$299 (30% of agents reporting), but 38% of bookings fall in the \$300+ range.

4) Most Popular Global Destinations

Agents ranked the West Coast, followed by the Southwest as the most popular U.S. spa travel destinations (these were the same “top two” destinations as reported in 2009 and 2010.) Hawaii, however grabbed the third spot this year, overtaking the Southeast (#3 in 2010).

The top global spa travel destinations: #1 North America, #2 Mexico/Caribbean, #3 Europe. And for the first time South America jumped into a “top 5” slot.

Age of Spa Travelers



Courtesy of Canyon Ranch

5) Demographics: Baby Boomers Still Rule

Baby Boomers (aged 46-65), the group that fueled the spa revolution, remain the demographic most likely to book spa travel, with 68% of all travel booked coming from the Baby Boomer set. Almost half (46%) comes specifically from those aged 46-55.

However, the survey indicates that there is a growing, younger demographic, with 31% of bookings come from Gen Xers, aged 36-45.

Spa travel booking still remains primarily a female-affair: Sixty-seven percent of agents report that less than 20% of their spa travel bookings come from men (although 16% are receiving 30%+ of their bookings from men today).

6) Most Important Amenities for Travelers

Agents rated what destination components are most critical to their vacationing clients. The 2011 rankings: 1) spa facilities/access 2) proximity to beach 3) sightseeing 4) nature-based activities like hiking, etc. 5) shopping 6) golf facilities 7) skiing access

And for the fifth straight year, agents reported that when booking spa vacations, the #1 issue for clients is the spa's facilities/amenities (52% of agents reported). “The price” and “the spa hotel/resort's location” essentially tied for second, 24% of agents said.

SPAFINDER
RESEARCH

To learn more, contact:

Beth McGroarty

SpaFinder Research

(213) 300-0107