

Hot

Spa trends in Canada

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Deloitte's annual holiday survey recently revealed that shoppers were planning to spend less for their holiday budgets this year. Yet a significant spending shift is emerging, according to Rick Khon of Deloitte's Vancouver office, predicting spa packages will be more popular as people are gravitating toward more experience-based gifts. And what will guests experience at the spa?

Gaining in popularity are "express treatments", offering time-starved individuals the opportunity to enjoy a shortened spa experience at a reduced price point. Solarice Wellness Spa in Vancouver, BC, for example, has introduced a full Express Lounge, offering an assortment of spa experiences, all under an hour in length.

A glance around the spa lounge may reveal another emerging trend, as spas are attracting a younger clientele.

Teens and tweens are recognizing the value of spa treatments to combat acne. Even younger children are visiting the spa, for bonding time with their parents. Santé Spa Bear Mountain has guests as young as six years of age coming in to enjoy tandem treatments with Mom or Dad.

Spas continue to see the number of male guests increasing, with research noting men comprise 29 percent of Canadian spa-goers. The guys report their first spa experience



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qualified staff,” says Jack Morrison, Managing Director at Elmcrest College in Toronto. “Those that have found their way to training for a spa career are often people who have experienced the healing themselves and now want to help in the healing of others,” continues Morrison.

With Leading Spas of Canada members also reporting new locations being built, expansion of existing facilities and renovations to enhance their space, the future of Canada’s spa industry is predicted to remain innovative and strong.

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is a massage, with facials, manicures and pedicures being popular as well. Spas are getting creative with their treatment options. Santé Spa’s Victoria location, located alongside two award-winning Nicklaus-designed golf courses, has specially designed a “Mulligan” treatment, which invites guests to stop by after a round of golf to enjoy a river rock foot soak and lower leg massage while enjoying a cold beer on the terrace.

Having trouble convincing the man in your life to go to the spa with you? Research conducted by KSL Resorts reported that of men who have experienced spa treatments, more than 60 percent of them reported they believed their spa experience improved their sex life. Perhaps that will serve as inspiration?

A recent survey among Leading Spas of Canada members revealed that the national spa industry continues to thrive, and in many areas, is experiencing growth. Many reported they were adding new positions. “The number one challenge is consistently cited as the lack of

