

# Spa Industry Growth and Trend-tracking

Published on September 4, 2015



**Michele Kohl**

Hospitality, Spa & Fitness Consulting | Trend Capitalization | Facilit...



9



3



0

Share

I've been in the spa and wellness industries for over 25 years, and I always follow the latest growth stats from the International SPA Association. The U.S. spa industry surpassed the \$15 billion mark last year, which is a sign that the wellness trend is here to stay. The number of spa visits hit a record too - 176 million in 2014.

I'm interested to hear from my spa colleagues about what they see coming over the next few years for the industry. A few things I'm tracking: Are you partnering with other businesses? If yes, how many? What successes have you had in these relationships?

The complete ISPA study will be released later this month.