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The U.S. Spa Industry Accounts for \$10 Billion Annually

Personal Income and Demographic Trends Create High Demand for the \$10 Billion Dollar Spa Marketplace, Which Comprises 14,000 U.S. Facilities

Atlanta, Georgia -- (Dulchey Highlights) - December 1, 2008 -- In an industry driven by personal income and demographic tendencies, the U.S. spa market represents \$10 billion in combined annual revenue.

According to the International Spa Association, the average spa client earns between \$50,000 and \$150,000 annually. The demographic spa profile shows that 70% of clients are women. In addition, married persons between the ages of 25 and 54, with a university degree, represent the average spa customer.

In the United States, the most appealing spa selections are facials, manicures, massages, and pedicures. Facials and body massages average around \$80 per treatment. The actual treatment cost may vary per spa location.

With 14,000 facilities in the United States, most spas rely heavily on client recommendations, customer satisfaction, and unique marketing campaigns to reach new clientele.

About The Dulchey Group, LLC

The Dulchey Group, LLC, is the global leader of consumer spa research. The Dulchey firm exclusively caters to the advertising, marketing, research, and public-relation needs of spas worldwide. Dulchey designs, develops, administers, and analyzes consumer-opinion surveys in order to provide spas with essential intelligence that allows them to make better, more thoroughly informed decisions. For more information, visit www.dulchey.com. "Experience the Sophistication of Dulchey."

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A Global Leader of Consumer SPA Research
