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Day Spas Receive 70% of the U.S. Spa Industry's Revenue

**Day Spas Comprise Eighty Percent of Spa Establishments in the United States Alone
And Are Major Providers of Spa Services Receiving 70% of the Spa Industry's Revenue**

Atlanta, Georgia -- (Dulchey Highlights) - December 15, 2008 -- If you have ever driven by a spa facility, it probably was a day spa. Day spas receive 70% of the U.S. spa industry's revenue and account for 80% of domestic spa establishments.

Hotel and resort spas compose 20% of the marketplace revenue, and medical spas constitute 5%. The remaining 5% represents a mix of destination spas, mineral spas, and club spas.

Day spas provide wonderful experiences of relaxation, and their pampering services offer clients a variety of professional spa treatments such as facials, manicures, pedicures, and massages. Services typically last between 30 minutes and a full day.

Medical spas are similar to day establishments, but their primary focus is health and wellness. Hotel and resort spas are similar to day or destination spas but operate on larger scales. Resort spas are generally connected to hotels. Destination spas also offer services similar to day spa services, but they additionally focus on lifestyle, wellness, and spirituality.

Most day spa facilities are either connected to retail centers or are freestanding, and they range from 2,000 to 10,000 square feet. The typical day spa facility includes a reception area for guests, a lounge, changing areas, and a retail space that displays spa products. Other, more private areas include individual treatment rooms, which range from 80 to 120 square feet.

Day spas reportedly spend nearly \$15,000 for treatment room items, not including special items (i.e. laser hair-removal equipment) that may require heavier financial investments.

About The Dulchey Group, LLC

The Dulchey Group, LLC, a D&B Company, 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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