

# TOP COUNTRIES WITH THE MOST HOTEL & RESORT SPAS



Relaxing massage after a day-long sightseeing tour around the city - is there any better way to get back your strength for the next day of your exciting holiday? Hotel and resort spas are a hit these days. Besides all kinds of massage you can enjoy often a whole range of unique procedures including hydro therapy, mud baths and much more. Euromonitor International announced the top countries with the highest number of hotel & resort spas. Check them out with [Tourism-review.com](http://Tourism-review.com).

## 10/ Mexico

No. of hotel/resort spas: 469

A current trend observed in spas is the shift from traditional spa centres with holistic treatments to the concept of medical spas, which are supported by medical equipment but continue providing consumers with relaxation therapies which improve their quality of life and health. Amongst the most important medical treatments offered are lymphatic drainage, which helps with weight loss and cellulite reduction. Another piece of equipment used is the hyperbaric chamber, which provides more oxygen to the body. This trend brought the opening of medical spa centres in the main capital cities and tourist destinations, which mainly attract foreign tourists. However, Mexican travellers are attracted by these novelty treatments, and are willing to pay for them.

## 9/ South Africa

No. of hotel/resort spas: 510

Many hotel/resort spas are located in areas of natural beauty and are used to complete a bundle of attractions geared at satisfying the needs of foreign and domestic tourists alike. These are most often found at hotels that are more likely to appeal to leisure tourists who want to unwind away from the city.

## 8/ Canada

No. of hotel/resort spas: 523

Spas are trying to build their own identities and differentiate themselves through their products and services, by promoting them as unique. There is an increase in foreign treatments and experiences, such as the growing number of Nordic spa services, particularly in Quebec. This is a spa experience based on the concept of alternating hot and cold temperatures over the course of two-to-four hours. Others attempt to attract more visitors by importing speciality creams and products from other regions of the world, with growing emphasis on source locations in Asia and the Middle East. While this is a growing trend, particularly among new establishments, other outlets are 'going back to basics' by offering all-natural and non-toxic products and services that were the norm decades ago within the spa industry.

## **7/ Italy**

No. of hotel/resort spas: 579

In Italy there are hundreds of spas and traditional thermal baths, spa water treatments, healing mud treatments and a vast range of other therapies, relaxation techniques and seminars. Italy has some 2,300 mineral water sources in 930 locations, about a thousand of which are utilised. Two thirds are cold, while the rest exceed 20oC, reaching up to 100oC, which can thus be considered geothermal.

## **6/ New Zealand**

No. of hotel/resort spas: 580

Rotorua's thermal waters and mud have been recognized for their health-giving properties since pre-European times. Tour groups from North Asia (including South Korea and China) are the prime targets for spa business in Rotorua, with an expectation that spa treatment will relieve their muscle, joint and pain problems. Approximately 44% of all tourists coming to Rotorua are inbound travellers who come to experience the region's natural spa.

## **5/ Brazil**

No. of hotel/resort spas: 593

Overall, the number of resorts/spas is set to continue growing in the next five years. This is likely to spur health and wellness tourism not only in the Northeast region but also across the country, especially in areas where this type of tourism product has not yet been fully developed and which present enormous opportunity for growth.

## **4/ Australia**

No. of hotel/resort spas: 611

Australian spas have attempted to integrate the mysticism of Australia's indigenous cultures into their offerings, incorporating products such as Australian plants and soil - featuring recipes and wisdom shared with them by tribal elders - and names such as "The Dreaming" - a reference to the mythical "Dreamtime" of ancient Aboriginal Australia - into their massages.

## **3/ Austria**

No. of hotel/resort spas: 900

Hotel/resort spas offer every conceivable treatment - from traditional natural cures such as Kneipp's or an Austrian hay bath to all sorts of massages (Balinese massage, Thai massage, trigger point massage, Shaolin monk massage) as well as sound therapy, water therapy or Ayurveda to name but a few. New treatments are also being developed such as Haki Stretch and Relax (developed by an Austrian therapist), which is specifically designed for the tight neck and shoulder area of people who spend many hours in front of a computer.

## 2/ Japan

No. of hotel/resort spas: 1,040

Spa resort Hawaiians is the leader of spa-complex attractions, and is comprised of several spa amusements (spa pools), with the traditional style of theatre spas, stage shows, banqueting facilities and hotels. One of the spa pools is the largest in the world, and appears in the Guinness Book of Records.

## 1/ USA

No. of hotel/resort spas: 1,471

Spas have become an integral part of mid to high-end American travels. Consumers may play a full day of golf and have a massage at the end of the day as part of their trip. This trend has extended to men, who do not have as strong a presence as women, but who are also slowly gaining a stronger presence in spas.

**Note:** Hotel/resort spas are spa services offered as part of a hotel or resort setting. Spa treatments are purchased a la carte, separately from the accommodation and meal price. As such, they may not offer all-inclusive packages like destination spas. Note spending at hotel/resort spas includes only spending at the spa, does not include the overall total spend at the hotel or resort therefore excludes accommodation only and additional services such as room service etc.

Source: [Euromonitor International](#), 2009

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