

## Support for Saint Lucia to Implement the Gender-Responsive National Strategy for the Development of the Four Priority Services Sub-Sectors



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## Market Pointer – Exporting “Spa & Wellness” Services to CARICOM – SVG, Grenada, Antigua Barbuda

### Demand

In line with the rights of establishment under the CARICOM Single Market and Economy (CSME), Saint Lucia Spa services providers can establish a commercial presence in any CARICOM country (Mode3) to render their services there. They may also enter other CARICOM countries under Mode4 to temporarily provide Spa services. A Skills Certificate would be required from Saint Lucia attesting to their qualifications and standards for providing these services.

### Current trends

The trend for Spas in the Caribbean region is for an increase in availability at hotels and resorts and also in day spas. *Saint Vincent & the Grenadines* boasts three day-spas of high repute: Sunny Spa; Serenity Day Spa; and Amrita Spa at Raffles Canouan. Spa Resorts include Mandarin Oriental, Canouan; Young Island Resort; Bequia Beach Hotel Luxury Resort & Spa; Tropical Hideaway Boutique Hotel, Suites, and Villa's.

*Grenada* has nine day-spas and wellness centers including Soothing Touch Massage Clinic; MitSukha; Spice Isle Retreat Salon & Spa; Bliss Therapeutic Massage and Body Clinic; The Spa at Calabash; Sankalpa Yoga Studio; Spice Harmony Yoga Studio; and Natural Healing Therapy Spa. The top Spa Resorts include

Mount Cinnamon Resort & Beach Club; Coyaba Beach Resort; Allamanda Beach Resort & Spa; Laluna Boutique Beach Hotel and Villas; and Royalton Grenada Resort & Spa.

*Antigua & Barbuda* has thirteen day-spas and wellness centers. These include Pam's Wellness Centre; Wave Lengths Hair & Body Salon; The Powder Room Spa; Tena holistic massage; Touch Therapies-Antigua; The Velvet Touch Day Spa; Akparo Salon & Spa; Tree House Body Shop; Gentle Therapies Wellness Centre; Oasis Antigua the Ultimate Travel Spa; and Tropical Bliss Spa.

*Saint Lucia* has twenty-two (22) day spas. The top ones include Ojas Spa and Wellness; F.A.C.E. to Face Day Spa; Kai Koko Spa; Royal Spa; Diamond Falls Mineral Baths Spa; Touch Therapies Day Spa; Pure Bliss Massages; Yoga on the Bay; St. Lucia Holistic School of Massage Therapy; and St Lucia Advance Tours.

This trend is largely the same throughout the Caribbean. Spas are on the increase as demand for relaxation and recreational activity, especially after a busy period of work increases. Thus, despite the lack of hard data on the sector in individual islands the anecdotal evidence shows increase in demand.

### Future trends

Prior to COVID-19 pandemic the Global Spa Services Market projects that the market would reach \$154.6 billion by 2022. Medical spa is expected to register the fastest growth, during 2016-2022. Spa services refer to a collective term assigned for various services such as facial, body massage, manicure, pedicure, body treatment and others provided under expert administrations that revitalizes the brain and body.<sup>1</sup>

The global spa services market is witnessing constant innovations such as use of hybrid spa technology, which utilizes its gas generated hybrid system to keep the spa heated up. The technology involves lesser usage of carbon and other chemicals, compared to other such heating systems, and is cost effective as well. The market is driven by hectic lifestyle in urban areas, rising demand from emerging markets, new developments in spa services, and rising demand from teenagers. Lucrative opportunities prevail in the spa industry owing to rising percentage of geriatric population and increasing demand from emerging markets. However, the market growth is hindered by high cost of skilled therapy professionals and low penetration in the underdeveloped countries.<sup>2</sup> The hotel spa segment would emerge as one of the most lucratively growing segments in the global spa services market during the 2016-2022 period. Rapid growth in travel and tourism industry will continue to generate significant revenue for this segment.

GWl projects robust growth in the five wellness sectors they track in detail, based on their own data sources and estimation models. They also believe the three sectors that represent the three core spheres of life will have the strongest growth – wellness real estate, workplace wellness, and wellness tourism – while the other wellness sectors will continue to grow as they support the integration of a wellness lifestyle into all aspects of daily lives. Specifically, the projected growth of these sectors from 2017 to 2022 are as follows: Wellness Real Estate (8.0%; from USD \$134.3Bn. to \$197.4Bn.); Workplace Wellness (6.7%; from USD \$47.5Bn. to \$65.6Bn.); Wellness Tourism (7.5%; from USD \$639.4Bn. to \$919.4Bn.); Spa Facilities (6.4%; from USD \$93.6Bn. to \$127.6Bn.); and Thermal/Mineral Springs (6.5%; from USD \$56.2Bn. to \$77.1Bn.).<sup>3</sup>

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<sup>1</sup> <https://www.alliedmarketresearch.com/press-release/spa-market.html>

<sup>2</sup> Ibid.

<sup>3</sup> Global Wellness Economy Monitor, October 2018.

The Spa and Wellness Tourism sector in CARIFORUM countries is generally perceived to be relatively underdeveloped in comparison to destinations such as South East Asia, Western Europe, and USA. Spas in CARIFORUM countries generally offer a limited range of treatments.<sup>4</sup>

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<sup>4</sup> <http://caribbean.cepal.org/content/caribbean-spa-and-wellness-sector-strategy-2014%E2%80%932018>