

## 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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Programme funded by European Union  at the request of ACP Group  
Programme financé par l'Union Européenne  à la demande du Groupe ACP

Implemented by  AESA CONSORTIUM  
Mise en œuvre par



## Market Pointer – Exporting “Spa & Wellness” Services to Canada

### Demand

Massage therapists can immigrate to Canada through one of many skilled worker immigration programs. They are important workers in Canada, since massage therapists relieve body pain, help heal injuries, improve circulation, relieve stress, increase relaxation, and aid in the general wellness of people. For these reasons, Canada has a high demand for workers in this occupation. Also, massage therapists can earn up to \$55, 000 annually in Canada, providing a good life for themselves and their families. Typically, massage therapists require a certificate of qualification to perform their work in Canada.<sup>1</sup>

### Market entry requirements

Below is an assessment of the requirements of Saint Lucian Spa services providers seeking to render their services in foreign jurisdictions on a temporary or permanent basis.

Massage therapist qualifies for Express Entry immigration into Canada. It is one of the fastest ways to immigrate to Canada because application processing times can take as little as 6 months. Better yet, massage therapists can qualify for more than one of three immigration programs managed by the Express Entry immigration system. They are the Federal Skilled Worker Program, Federal Trades Worker

<sup>1</sup> [https://canadianvisa.org/blog/immigration/how-to-immigrate-to-canada-as-a-massage-therapist-in-2020#:~:text=In%20order%20to%20work%20in,Provincial%20Nomination%20Programs%20\(PNPs\).](https://canadianvisa.org/blog/immigration/how-to-immigrate-to-canada-as-a-massage-therapist-in-2020#:~:text=In%20order%20to%20work%20in,Provincial%20Nomination%20Programs%20(PNPs).)

Program, and the Canadian Experience Class.<sup>2</sup> The Express Entry is a points-based system. This means the applicant is awarded points based on eligibility requirements such as age, language abilities, work experience, and level of education. The highest-scoring candidates are given an Invitation to Apply (ITA) for permanent residency.<sup>3</sup> In order to work in Canada as a massage therapist, the applicant needs to apply for a work permit and obtain a job offer. Working in Canada on a temporary basis is another great way of achieving permanent residency in Canada through Provincial Nomination Programs (PNPs).

## Current trends

The global trends in the Spa & Wellness industry within the last decade can be summarized as follows. Emerging from the economic and financial crisis of 2008 significant recovery of the global lodging and travel industry only resumed in 2011. Since Spas are linked to the luxury segment of the hospitality industry, they experienced the strongest negative impact due to drastic cuts in corporate travel budgets and reduced disposable incomes.<sup>4</sup>

In the past, Spas were added to many hotels and resorts only as an afterthought, or at most as a necessary amenity since the impact of the Spa on the overall bottom-line was considered minimal. However, as hotel occupancies reflect negative patterns, the emphasis now is on each operational department to achieve efficiencies to support itself independently as well as work harder towards promoting synergistic revenue and profit growth.

RevPAR for the U.S. lodging industry remained below its historical peaks that were achieved in 2006 and 2007, until 2013. The hospitality market in the short- to mid-term is likely to see increased transactions and consolidation, as distressed assets change hands.

A major contributor to the global Health & Wellness discourse is led by the Global Wellness Institute (GWI), which defines wellness as the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. The wellness economy encompasses industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives. According to GWI ten sectors in the global wellness economy taken together were worth \$4.2 trillion in 2017, representing 5.3% of global economic output. From 2015-2017, the wellness economy grew from \$3.7 trillion to \$4.2 trillion, or by 6.8% annually, nearly twice as fast as growth in the world economy for the same period.<sup>5</sup>

Canada is home to roughly 3,000 spa facilities. Canadian spa industry numbers and trends typically run parallel to those of the U.S., but at a tenth of the scale. Day spas are the most common type of spa, but Canada offers the full gamut of spa experiences. Using ISPA designations, a PKF study from 2007 categorizes most Canadian spa businesses as day spas (74%) or resort/hotel spas (19%). Medical spas, destination spas, club spas and mineral spring spas constitute the remaining 7%.<sup>6</sup>

## 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

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<sup>2</sup> [https://canadianvisa.org/blog/immigration/how-to-immigrate-to-canada-as-a-massage-therapist-in-2020#:~:text=In%20order%20to%20work%20in,Provincial%20Nomination%20Programs%20\(PNPs\).](https://canadianvisa.org/blog/immigration/how-to-immigrate-to-canada-as-a-massage-therapist-in-2020#:~:text=In%20order%20to%20work%20in,Provincial%20Nomination%20Programs%20(PNPs).)

<sup>3</sup> Ibid.

<sup>4</sup> "Global Spa & Wellness Industry Briefing PAPERS (2010)" prepared for the Global Spa Summit by Ernst & Young

<sup>5</sup> Global Wellness Economy Monitor, October 2018.

<sup>6</sup> Dagmar White in <https://www.dayspamagazine.com/business/article/21152778/space-to-spa-canada>

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>7</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>8</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.

GWI 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>9</sup>

The spa industry in Canada continues to evolve based on the needs and wants of the consumer. The number of spas available is growing across all segments, from destination spas to day spas. According to White, Leading Spas is seeing an increase in specialty, or niche spas, home-based spa businesses and Nordic-types spas and baths.<sup>10</sup>

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<sup>7</sup> <https://www.alliedmarketresearch.com/press-release/spa-market.html>

<sup>8</sup> Ibid.

<sup>9</sup> Global Wellness Economy Monitor, October 2018.

<sup>10</sup> <https://www.dayspamagazine.com/>