



RETURNING TO THE SPA SURVEY

June 2020

SpaS.ie

We asked nearly **2,500 Irish Spa Goers** what they're looking forward to, their concerns and what they think their spa and wellness habits will be going forward.

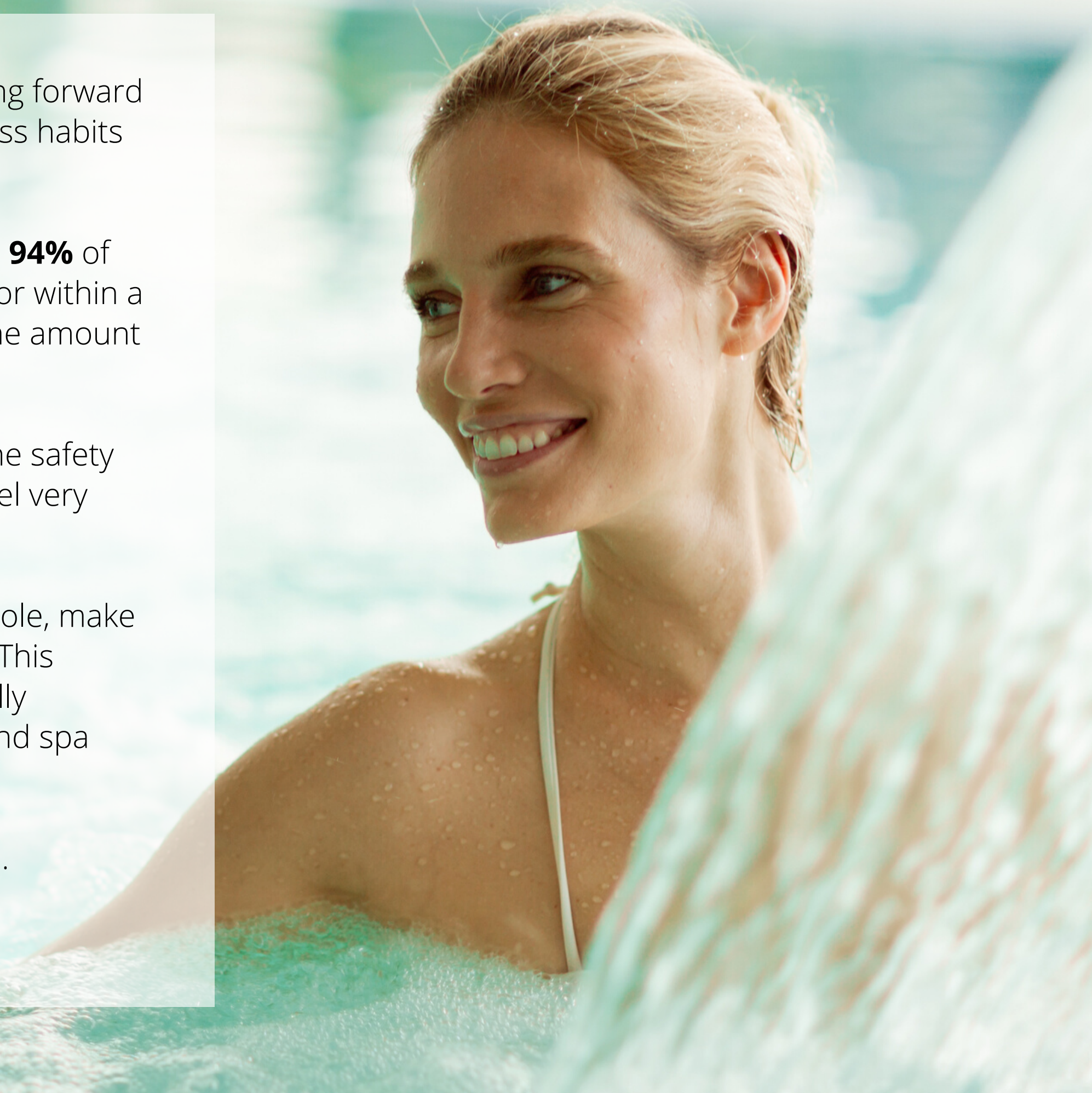
Overall the report paints a positive picture for the industry. **94%** of people have said they'll be returning to spas straight away or within a couple of months and **92%** expect to spend about the same amount that they spent on spas before the COVID-19 lockdown.

Spa goers do have some concerns, most notably around the safety of shared spa facilities, yet the majority are eager to and feel very comfortable to receive personal treatments.

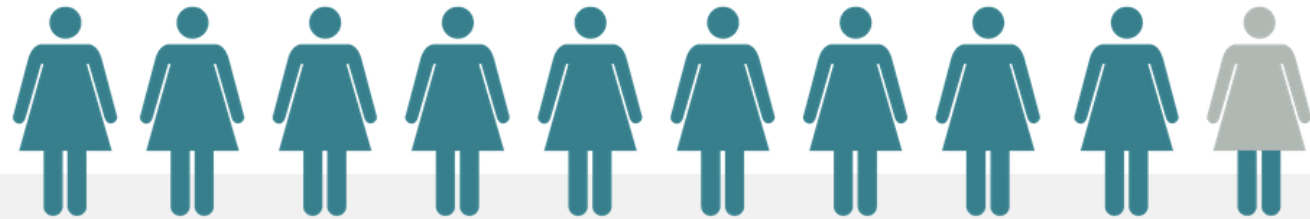
We hope this survey will help you, and the industry as a whole, make key decisions about how to successfully re-open your spa. This industry is built on care and support, and these results really illuminate how Irish people value their personal wellness and spa time.

We wish you the best of luck during your re-opening phase.

All at [Spas.ie](https://spas.ie)



KEY FINDINGS



93% agree that personal wellness is more important now than before

43% would like to see spas offer more 2 & 3 Day Retreats and **35%** Mental Well-being services

With the right safety equipment in place **94%** feel comfortable having spa and beauty treatments



76% need to be informed about a spa's **hygiene policy** prior to arrival

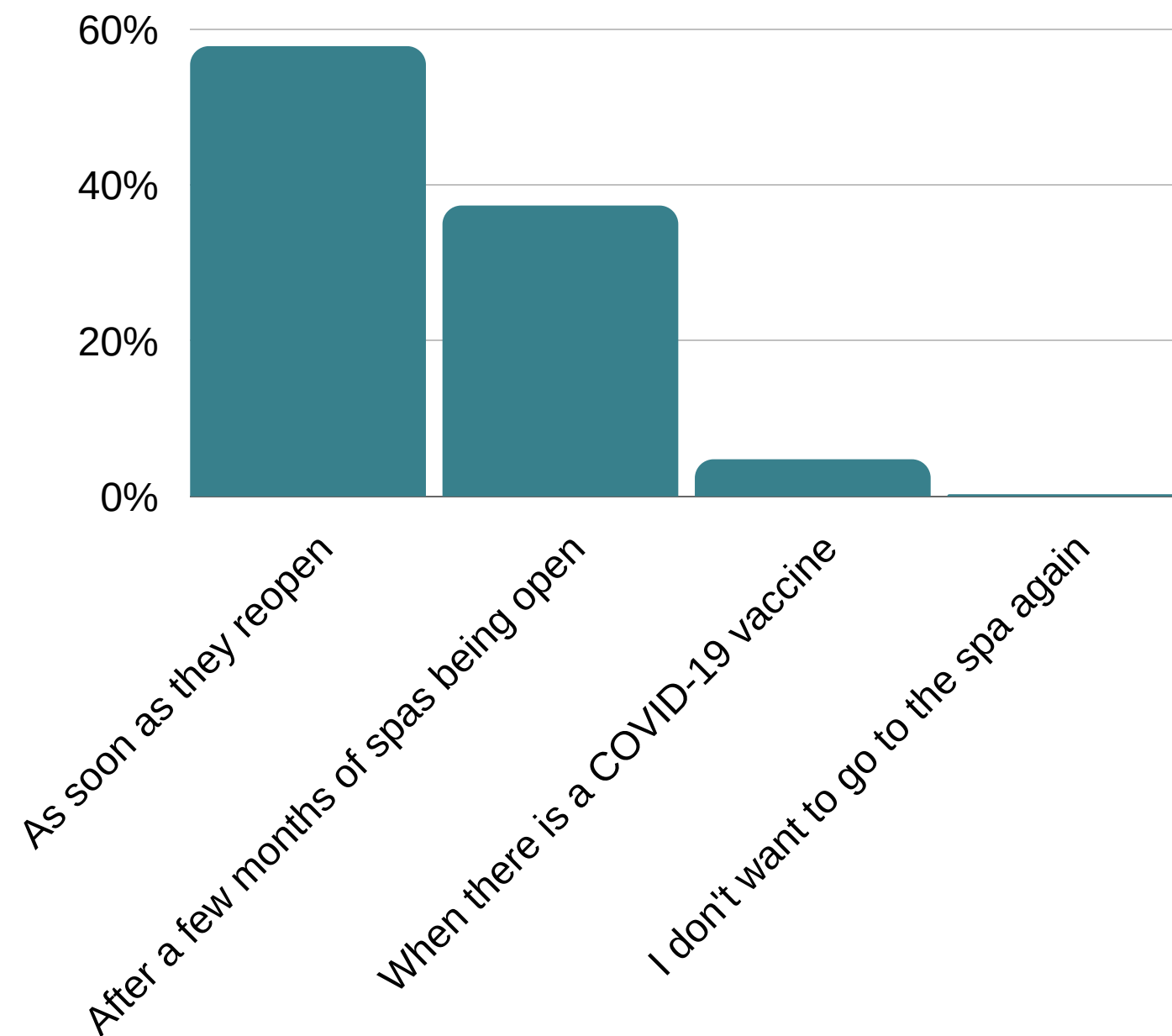
92% will spend the same or more at the spa going forward



58% are ready to return to the spa straight away **37%** will return in a few months

RETURNING TO THE SPA

WHEN WILL YOU FEEL READY TO VISIT A SPA NEXT?



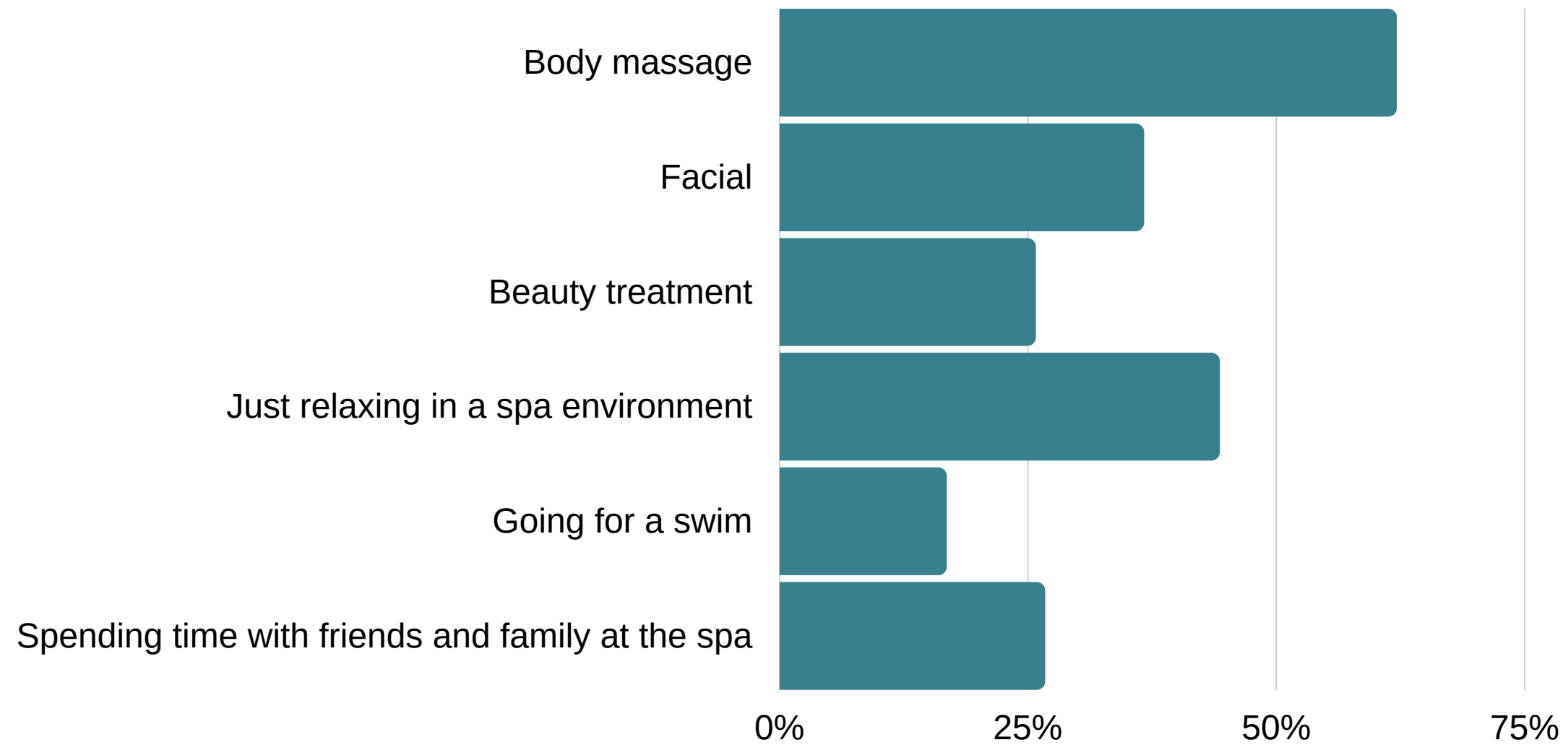
Irish people will be returning to the spa, for them though, it's just a case of when they feel ready.

39% of over 60's and **59%** of under 60's are ready to return right away.

48% of over 60's and **36%** of under 60's will be waiting a few months before they return.

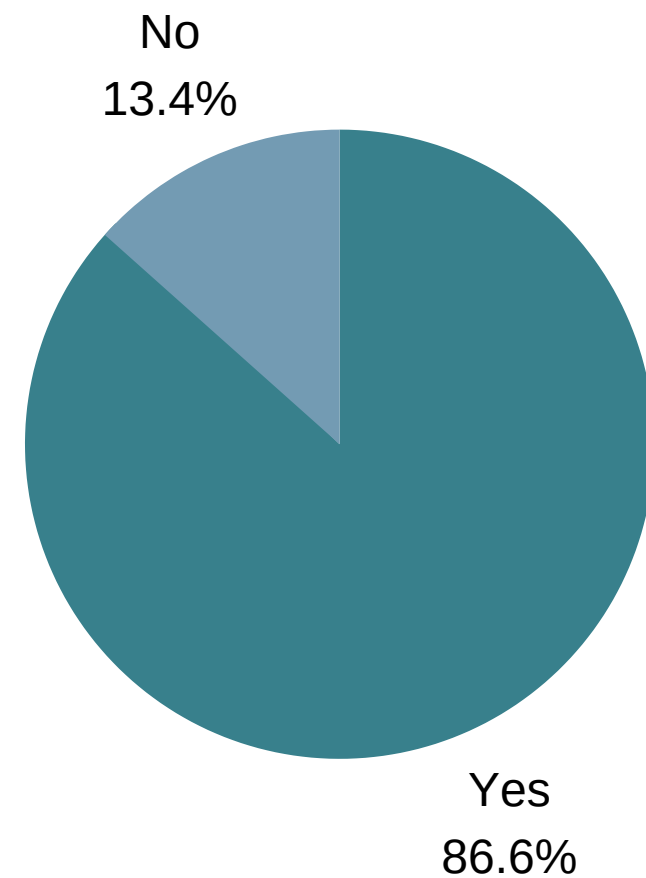
Over 60's are showing the most caution, with **12%** willing to wait for a COVID-19 vaccine before returning, against only **4%** of those under 60.

WHAT ARE YOU MOST LOOKING FORWARD TO IN THE SPA WHEN THEY REOPEN?

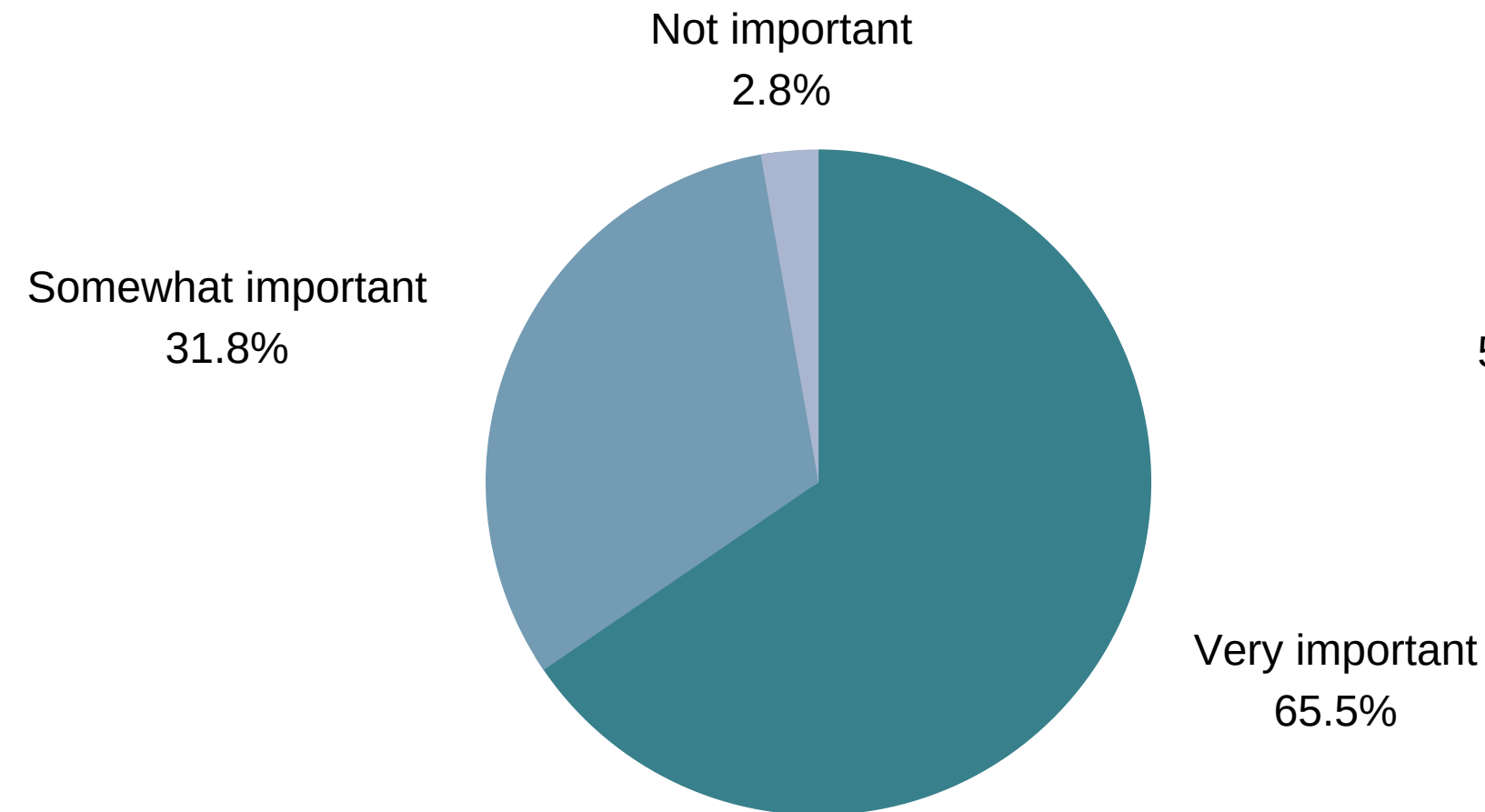


LIFE WITHOUT SPA

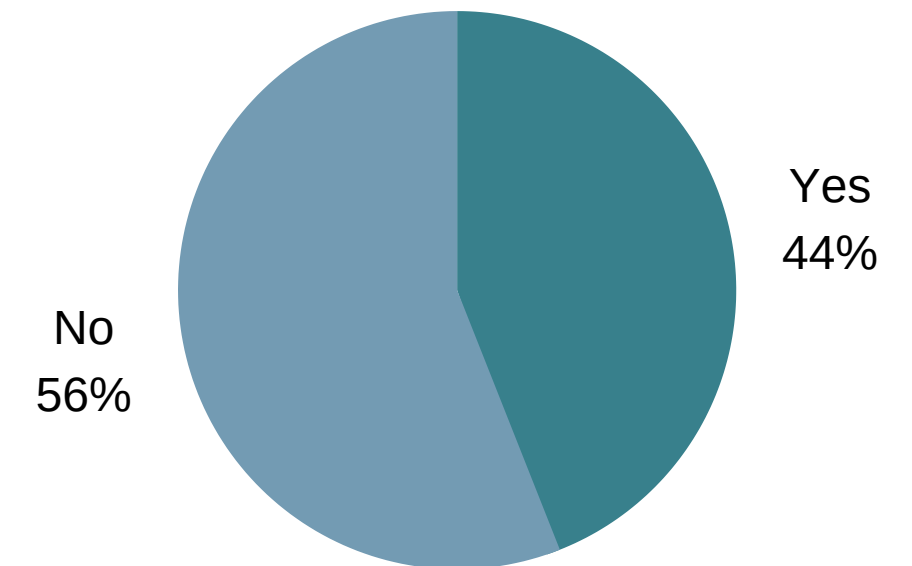
AT ANY POINT DURING LOCKDOWN DID YOU WISH YOU COULD GET A MASSAGE?



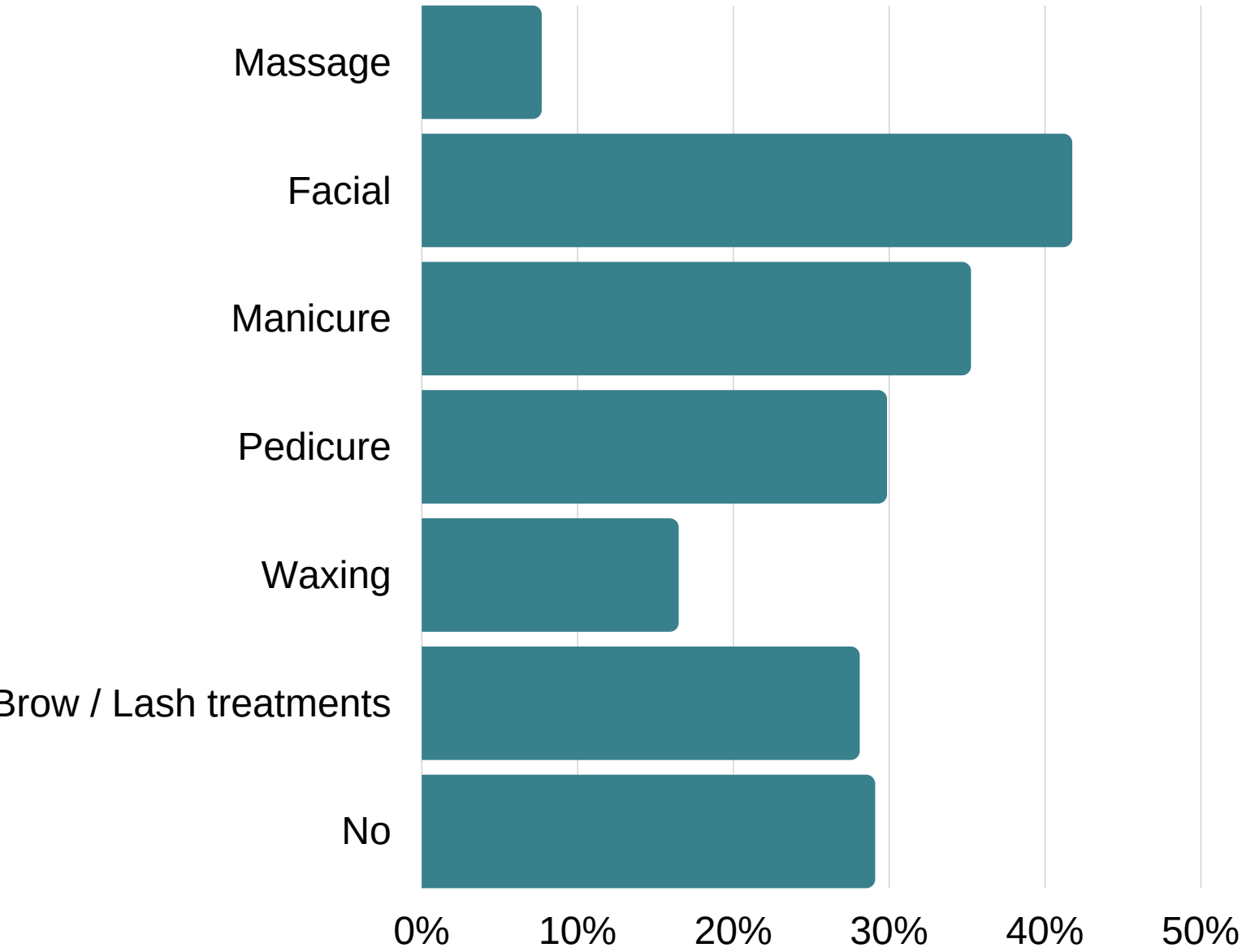
HOW IMPORTANT IS A SPA ENVIRONMENT TO YOU FOR GETTING SOME 'ME TIME'?



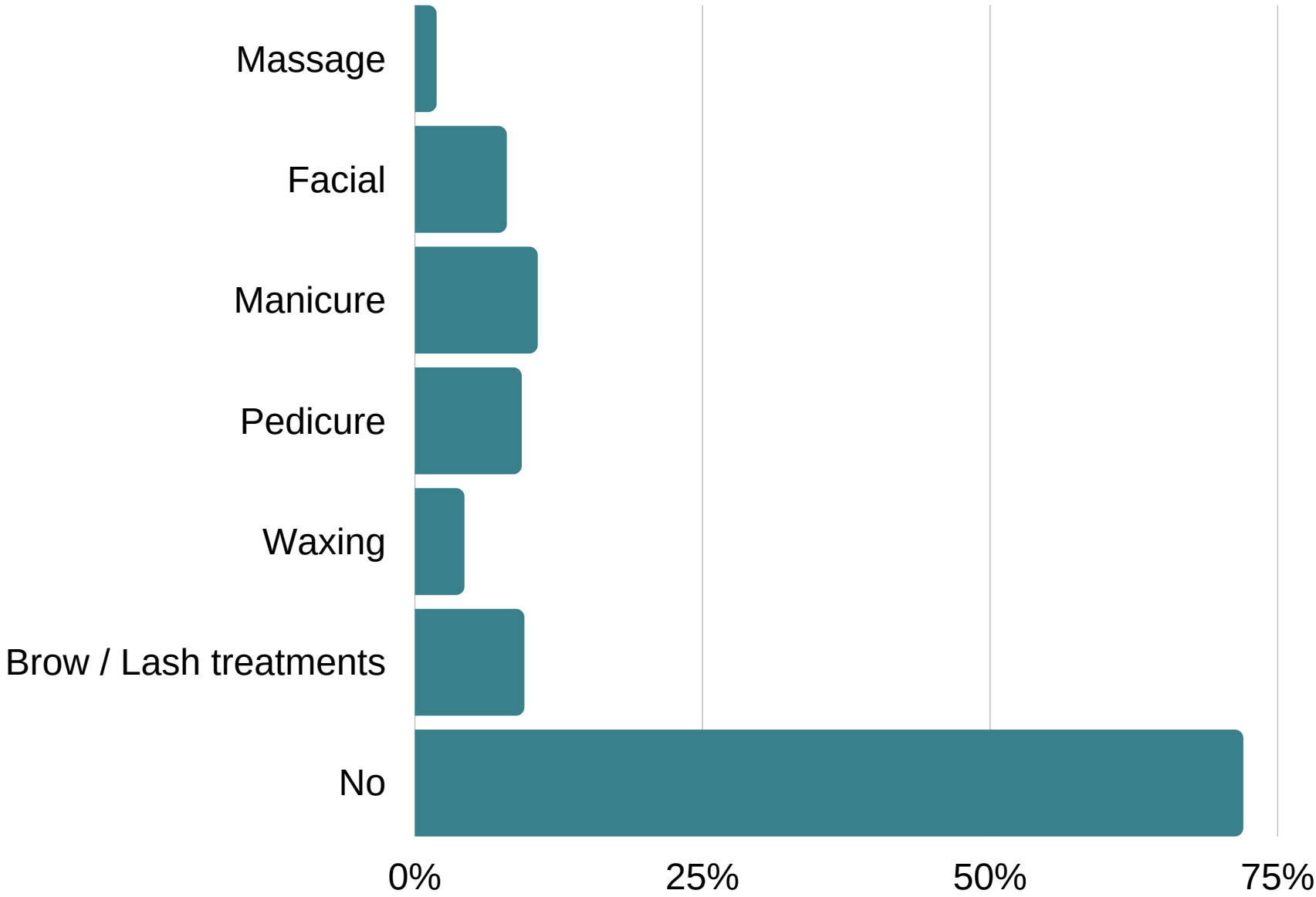
WOULD YOU ADMIT YOU MISSED A DATE WITH YOUR SPA/BEAUTY THERAPIST MORE THAN A DATE WITH A FRIEND?



DID YOU CARRY OUT ANY AT-HOME SPA TREATMENTS DURING LOCKDOWN?

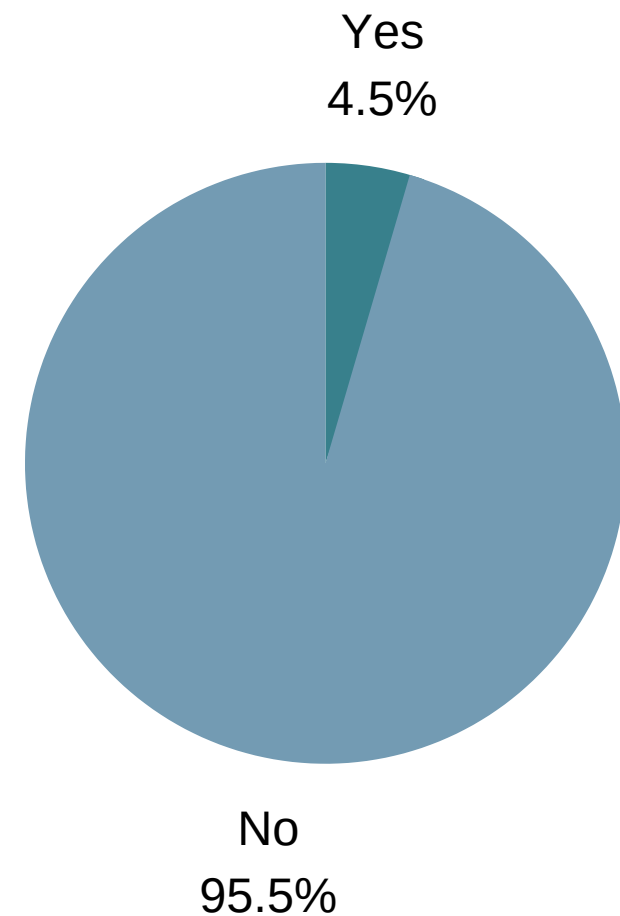


ARE THERE ANY TREATMENTS YOU WILL CONTINUE TO PERFORM AT HOME AND NOT GET PROFESSIONALLY DONE?



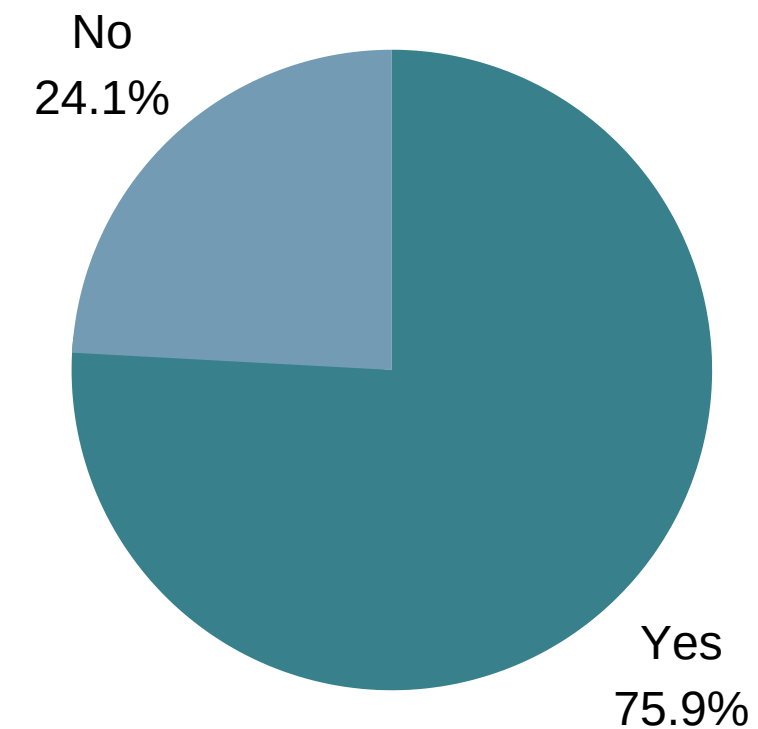
SAFETY

WOULD YOU OBJECT TO HAVING YOUR TEMPERATURE TAKEN ON ARRIVAL?



All age groups reported generally the same results of around a **4%** objection

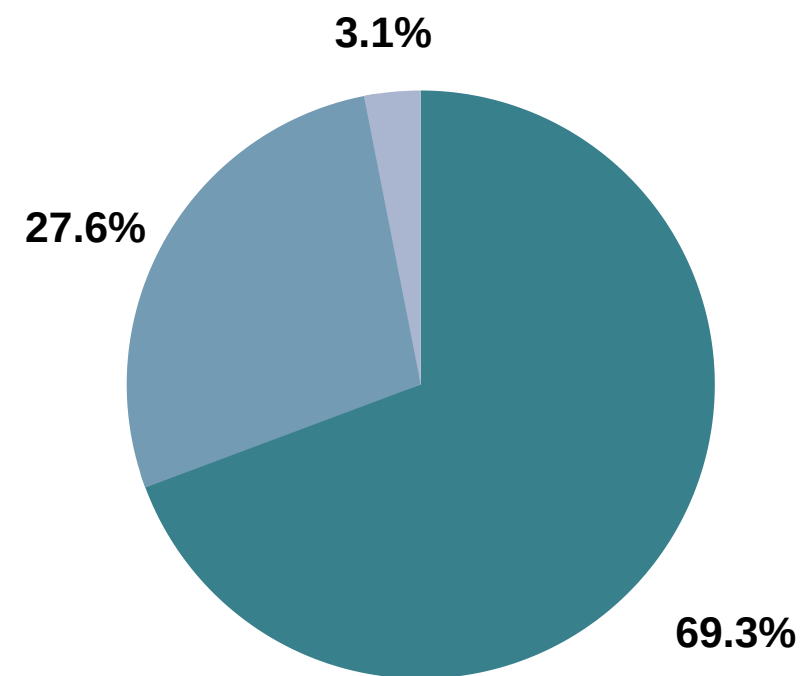
WOULD YOU NEED TO BE INFORMED ABOUT A SPA'S HYGIENE POLICY PRIOR TO ARRIVAL?



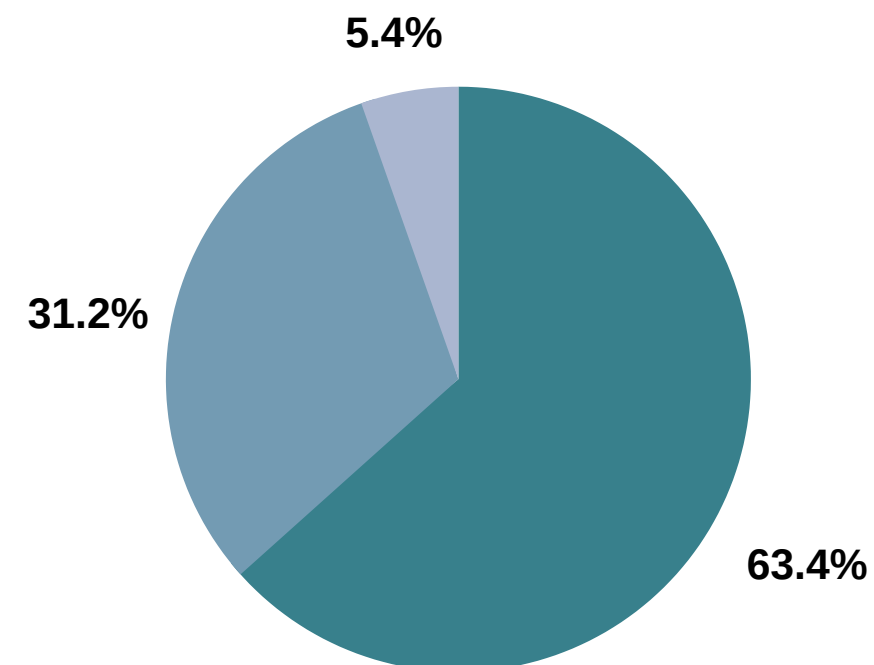
Again we see more safety consciousness with the 60's, as **83%** of over 60's feel they need to know about the hygiene policy versus **75%** for those under 60.

TREATMENTS

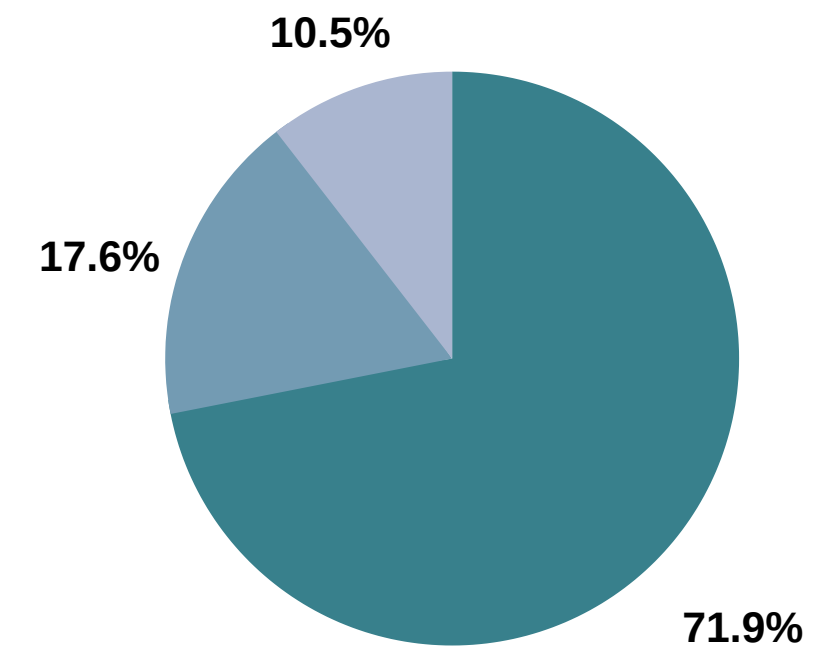
Would you feel happy having a beauty treatment such as a Manicure or Pedicure when spas reopen?



Would you feel happy having a Body Treatment / Massage when spas reopen?



Would you feel happy having a Facial or Eye Treatment when spas reopen?

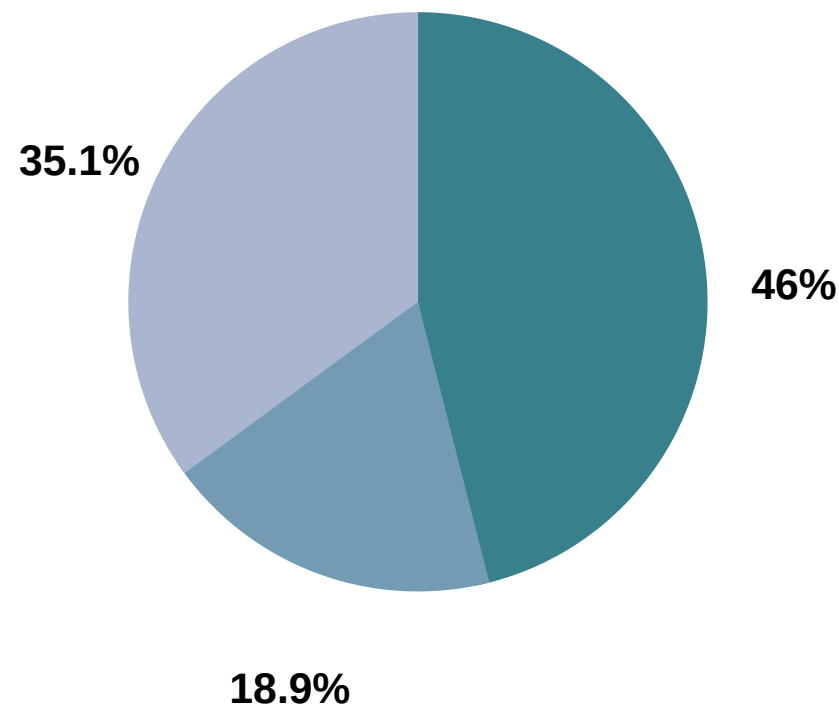


- Yes, but only if my therapist wears extra Protective Equipment (PPE)
- Yes, even without PPE
- No, I wouldn't feel comfortable at all

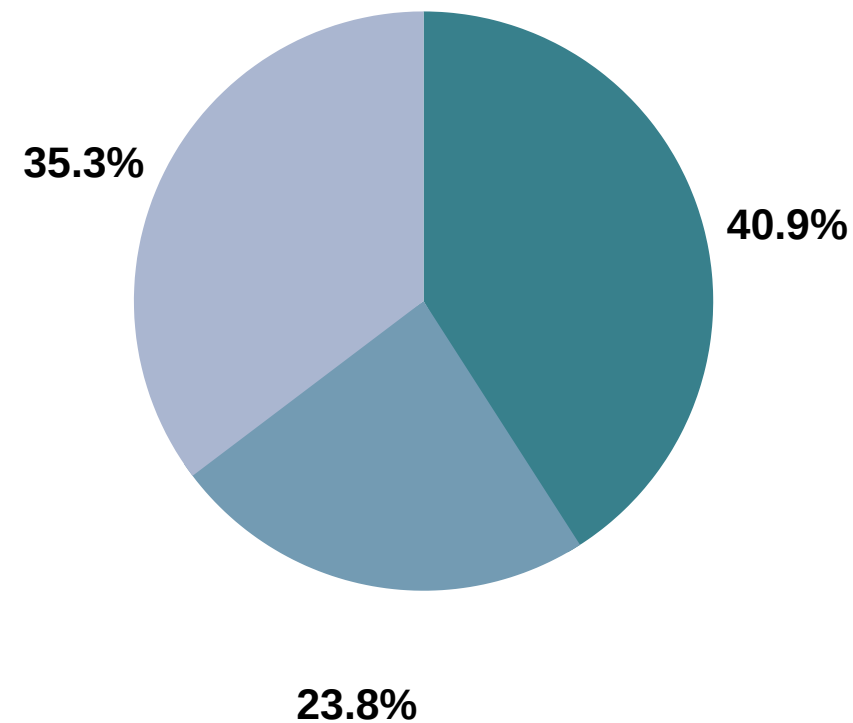
The most notable difference when looking at age groups was when we asked “**would you be happy to have the treatments even without PPE?**”. **Under 60's** were much less concerned with **26%** willing to undergo treatments without PPE compared to **13%** of over 60's.

FACILITIES

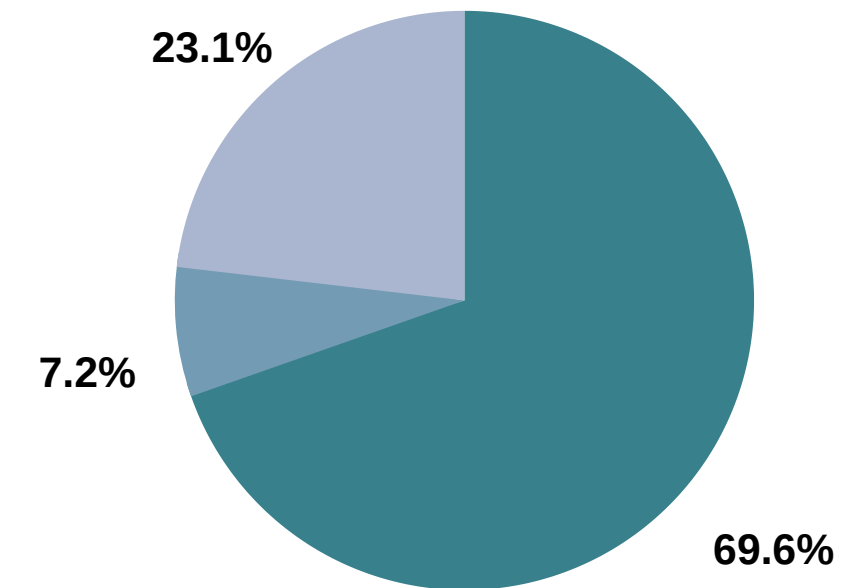
Would you be happy to use a chlorinated Pool and/or Hot Tub (with Social Distancing) once spas re-open?



Would you be happy to use Thermal Facilities like a sauna or steam room (with S.D.) once spas re-open?



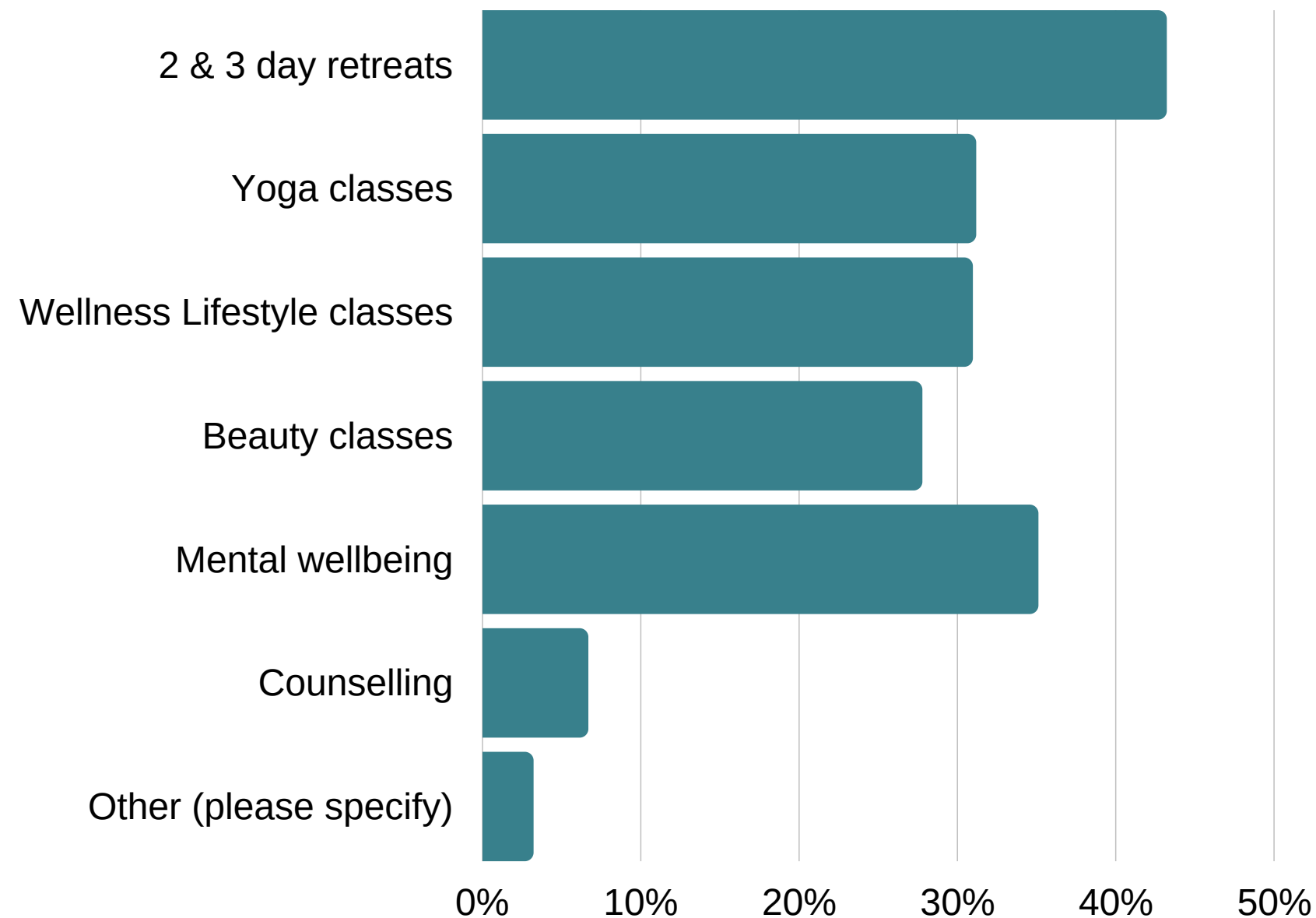
Would you be happy to use a Relaxation Room (with S.D.)?



Respondents are much less likely to use shared facilities than undergoing treatments upon their return post lockdown. Overall **only 6% would not be comfortable getting treatments** but a much larger portion 17% would not be comfortable using shared facilities. Once again the safety concerns of people over 60's are greater than their counterparts. Only **16%** of under 60's are unwilling to use shared facilities versus **24%** of over 60's.

SPA GOING FORWARD

ARE THERE ANY OTHER EXPERIENCES THAT YOU WOULD LIKE TO BE OFFERED AT A SPA?



The “**other**” suggestions included:

- Meditation
- Mindfulness
- Nutrition & Dietitian Classes
- Women Only Days
- Body Positivity Workshops
- Acupuncture
- Onsite Cafe
- Afternoon Tea
- Light Lunches
- Pilates
- Smoothies & Fruits and Healthy Food Treats
- Coffee Tasting

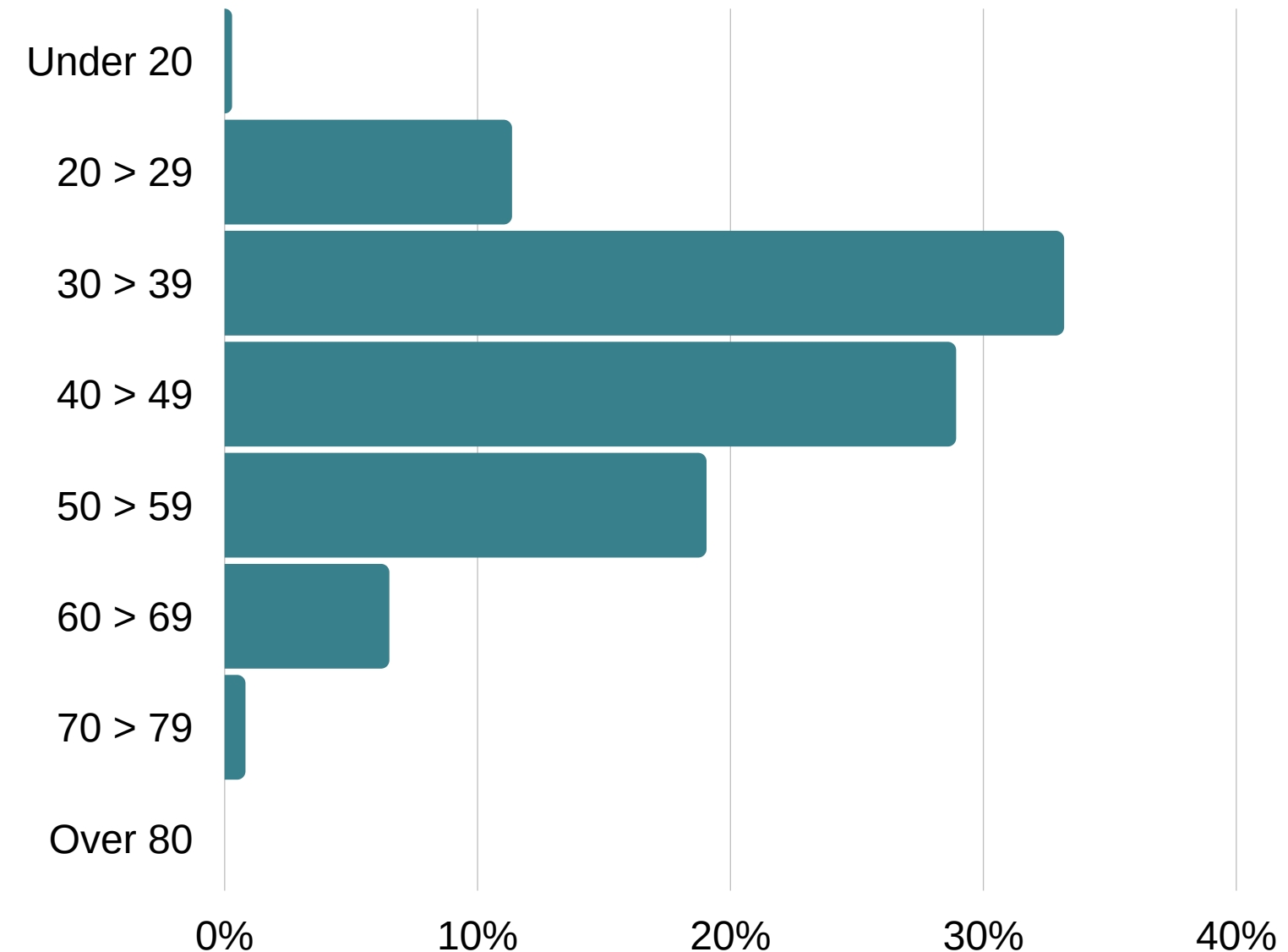
GIVEN THE GLOBAL PANDEMIC, WOULD YOU AGREE THAT PERSONAL WELLNESS AND WELLNESS THERAPIES ARE MORE IMPORTANT NOW THAN BEFORE?

Yes 93% **No 7%**

All respondents were based in Ireland

DEMOGRAPHIC

SURVEY AGE GROUPS



Spas.ie, Ireland's leading spa marketing company, helps connect Irish spas with an engaged audience of spa goers.

Call or email today to find out more about how Spas.ie can help you promote your spa.

Aine Timlin, Marketing Manager

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