



**FOR IMMEDIATE RELEASE:**

**FOR MORE INFORMATION ~ CONTACT:**

Larry H. Oskin, President • Marketing Solutions, Inc. • 703-359-6000 EXT: 22 • [LOskin@MktgSols.com](mailto:LOskin@MktgSols.com)

## **New Day Spa Marketing Demographics Report**

### **Day Spa Association Releases Study Of A Day Spa Goer**

**Union City, NJ** Hannelore Leavy, President and Executive Director of the Day Spa Association and the International Medical Spa Association announces the release of 'The Marketing Demographics Of A Day Spa Goer'. This new 2010 report shares a study of new data compiled from an online research survey with results from 2000 through 2009, compiled by Marc Williams of Resources and Development.

This report will help you to better understand your client, who they are and what their preferences are. This valuable study will help to better introduce your typical day spa client to you in terms of who they are, what they like and what is important to them. It will help you make changes in your day spa business that your client will appreciate while putting you ahead of your competition. The information shared in this study will help to clarify your future marketing approach.

Prior releases of similar studies have occurred three times over the past six years. This new release differs greatly from the previous ones. Marc Williams notes, "What is new this year, is that we took the data from the entire six years and not only analyzed each answer, but we analyzed the complete six year trend. We cross referenced data to the previous studies and came up with a formula to evaluate each answer by gender, income and age bracket."

**Key Findings:** This report reveals that although men are still in the minority of day spa clients, they are spending more and they are more loyal to a day spa facility than their female counterparts. The age group under 25 spends less money at a day spa, yet is inclined to buy more take home retail products. The 60+ age group is still small in numbers, yet these aging baby boomers spend more per visit. They will become more important as they plan to increase taking advantage of day spa services in the near future. There are still many consumers who are still not yet familiar with what services, products and benefits are offered by day spas.

In addition to regular demographic statistics, this study answers such questions as spending habits, the most desired service treatments, what they remember about their spa treatments, how they feel about the pricing and value of services as well as professional product sales and spa travel trends. One special section consolidates many of the comments made by the Day Spa Goer Survey respondents. Their comments give a unique "guest only" perspective of their spa experiences and what as operators, you should know to improve their experience.

The primary goal of this research survey is to help spa owners, manufacturers and suppliers to better understand and define the current trends of day spa clients. This study will help you with marketing programs, spa service and menu updates. It will help you to better understand some of the current challenges as well as how to take advantage of the many new opportunities with day spa businesses.

**Day Spa Association Membership:** Membership includes many special privileges with inclusion in The Annual Day Spa / Medical Spa Directory, a listing on the [www.DaySpaAssociation.com](http://www.DaySpaAssociation.com) website, a membership certificate & decal, seasonal newsletters, email blasts, invitations to advanced educational seminars, free magazine subscriptions to many select industry and consumer publications, a group health insurance program, special credit card processing rates and a variety of discounts with many professional services within the spa and beauty industries. The Day Spa Association has also recently launched a new Day Spa Accreditation Program and invites the day spa industry to join into this consumer awareness program that will properly distinguish accredited day spas from the rest. International Chapters are located in Europe, Latin/South America and Asia/Pacific.

**Join DSA & Get Involved!** Now is the time to capture your part in the largest segment of the professional beauty and wellness industries, by learning how to stay ahead of the competition. This new report sells for \$175 / only \$145 for DSA members and it can be ordered online. To join the Day Spa Association or to order a copy of the Day Spa Goer Demographics Report, call 201-865-2065, email [info@DaySpaAssociation.com](mailto:info@DaySpaAssociation.com) or visit [www.DaySpaAssociation.com](http://www.DaySpaAssociation.com).

###

Custom Feature Story Opportunities Available