

Canada Rises As A Spa Destination



by Craig Oliver
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Global Spa travelers looking for a health, wellness and spa vacation, should take a close look at Canada.

“Canadian spas are proving popular with spa and wellness travelers from around the world - making up a quarter of all traffic on our website”, says Spas of America, Canada Relationship Manager, Dagmar White. “Year-to-date, the most popular 100 Spas of 2011 based on unique page views by customers to our website include 25 Canadian Spa properties: 12 from British Columbia, five from Ontario, four from Quebec, three from Alberta and a mineral spa experience from Saskatchewan. From breathtaking country and mountain spas, exciting city spa experiences, tantalizing wine spas, and relaxing spas along our lakes, oceans and beaches, Canada literally offers something for everyone.”

“Canada has an excellent international reputation in the spa industry from a global consumer perspective and also within the industry community itself. It is not only the physical beauty of our spas, but the skill and warmth of our people who design, manage and provide our services. I think it’s part of our spirit as Canadians” says Jack Morrison, past President of Leading Spas of Canada and recipient of this year’s President Award. “For years Canada has been an exporter of professional spa talent thanks in part to our high educational standards. Add to this the wide range of amazing indigenous treatments and it’s really no surprise to see Canada’s spa and wellness destinations drawing consumers from around the world and to see the global spa industry using aspects of the Canadian industry as a model.”

“We continue to be a popular and safe vacation destination” says Paul MacIntyre, General Manager of Ontario’s Vintage Inns. “Our three Ontario spa properties attract a loyal audience from within our province, but we’re also drawing new customers from outside Ontario including, Quebec, New York, Michigan and Illinois. Americans want luxury, but they also want value and service.”

“Canada and Vancouver Island has weathered challenges to our tourism industry quite well”, says Brentwood Bay Resort & Spa General Manager, Dan Behune. “From currency fluctuations, and passport requirements for US travelers, Canada still represents great value, easy access, professional treatments and services - all wrapped up with beautiful scenery in a safe and friendly environment.”

“Spas of America’s largest audience is from the United States, followed by Canada, United Kingdom, Japan, Italy, India, France, Australia, Mexico and Germany,” says White. “80% of our audience is from the US and Canada: 70% female, 25-65 years of age, high household income, and health, wellness and lifestyle oriented.”

A complete list of Canada Spas can be viewed at:

<http://www.spasofamerica.com/Canada>

About Spas of America

Launched in 2005, Vancouver-based Spas of America is the largest spa travel website, showcasing over 750 of the best resort, hotel and destination spas around the world. Spas of America inspires Spa & Wellness travel by providing consumers with a beautiful, clean, and easy-to-use online experience. The website empowers customers to search for spas by map, name, keyword, experience or geographic region. Find Spas of America online at <http://www.spasofamerica.com>, follow us on Twitter at <http://twitter.com/spasofamerica> and join us on Facebook at <http://www.facebook.com/spasofamerica>.