Caribbean Spa and Wellness Association (C-SWA) Presents
Developing the Caribbean as a Spa and Wellness Destination

Presented by Steve Andrews, Chair C-SWA
What is C-SWA?

- The Caribbean Spa and Wellness Association (C-SWA) was officially launched in July 2006.

- It is the first and only professional, independent and not-for-profit association dedicated solely to the Caribbean Spa and Wellness Industry.
C-SWA’s Mission Statement

To foster and promote the growth of the industry and to serve our members through training and education, public relations and communications, legislative advocacy, membership development and ethic enforcement.

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The CARTFUND Project

- $800,000.00 USD
- DFID
- Funds through Caribbean Development Bank (CDB)
  A dynamic project steering committee comprised of CDB, CEDA, CTO, CROSQ, GIZ (4) members of C-SWA and other partners as assigned.
- and managed by Caribbean Export Development Agency (Carib-Export)

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The CARTFUND Project Cont.

Major Activities:

- Market Research and Strategy Development
- Marketing and Promotion
- Standards development

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Main Outputs:

- Sector Strategy/3 Year Action Plan
- Strategic Marketing Plan
- Development of Standards
Using Thailand as a Case Study for the Caribbean Spa & Wellness Industry

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THAI SPA GROWTH

2002 – 2008
• Average over 22% annually  160%

2009
• Growth

2010
• Forecast growth 12% vs. actual +12%?

2011
• Forecast growth 10%

AWARD WINNING SPAS - Thailand

www.kamalaya.com
www.thaispaassociation.com
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UNIQUENESS & QUALITY
Global Spa and Wellness Market Profile

- Fourth largest leisure sector globally
- Growing rapidly: 20-30% per annum since the 1980s
- Estimated to generate USD 60 billion in revenue
- There are 110 million international spa goers
- 70% of spa visitors are female, in professional or executive jobs
- The 30-49 age group dominates the spa market
Importance of the Spa & Wellness Sector for the Caribbean

- People have limited time for rest and relaxation - holidays, allow for much needed personal recuperation.
- Development of this sector can position the Caribbean as a competitive market segment in travel and leisure.
- Spa and wellness tourism provides customers with another valid reason to travel to the Caribbean.
- The region’s largest markets, the USA and the UK, are becoming more spa conscious and are searching for ways to lead healthier lives.
Characteristics of the Caribbean Spa Sector

- Small establishments of less than 5 employees
- Mainly locally owned
- Many in business for less than 10 years
- Small in size – many have fewer than 5 treatment rooms

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Strengths of the Caribbean Spa & Wellness Sector

- Nature and natural beauty, good infrastructure, climate/weather, (Ideal fit with spa & wellness)
- Geographic position
- Rich and varied cultural heritage
- A strong and vibrant tourism industry
- World class operators/players
- A growing educated middle class and growing urbanization
- Relatively easy market access
- CSME and CARIFORUM - EPA Agreements

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The Health & Wellness Tourism Value Chain

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Key Success Factors - Learning from Best Practices Globally

- A strategic approach - development of the sector/development of a strategic plan
- Standards and regulation - government and private sector working together to develop standards (e.g. in Thailand the government played a key role in enforcement of industry standards via legislation and is responsible for the certification of spas)
- Public/private sector partnerships
- Certified spas eligible to participate in country’s promotional activities
- Investment in the sector

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Key Success Factors - Learning from Best Practices Globally

- Offering exceptional service quality and value for money
- Sticking to core business and not diluting the brand image
- Innovation and creativity – thinking outside the box and inventing unique spa experiences e.g. Banyan Tree Hotel which invented the “Tropical Garden Spa” concept
- Achieving quality through research and development
- Creative use of local and natural ingredients
- Skilled personnel
The Caribbean Spa and Wellness Sector

- Day Spa: 31%
- Resort Spa: 26%
- Independent Massage Therapist: 24%
- Complimentary/Alternative Medicine Therapist: 15%
- Beauty Salon: 14%
- Sport or Fitness Centre: 12%
- Out-door Wellness Programme: 10%
- Destination Spa: 10%
- Nutrition/Dietary/Slimming Clinic: 6%
- Thermal/Mud/Natural Spring/Eco spa: 6%
- Medical Spa: 5%
- Residential/Condominium Spa: 5%
- Energy Centres EFT/NLP, etc: 2%

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Spectacular scenery

- Goldeneye
- Jade Mountain
- Strawberry Hill
Three-Year Action Plan for the Caribbean Spa & Wellness Sector

1. Organization, development and strengthening
2. Implementation of internationally accepted standards (standards, certification and training)
3. Development and promotion of a Caribbean brand
4. Product and services development and capacity building
5. Marketing and positioning of the Caribbean as a spa and wellness destination
6. Advocacy, policy development and legislation
7. Resource mobilization
Our Vision

- To increase visitors coming to the Caribbean for spa and wellness services by 10% by 2015

- To increase revenue by 10% per annum
  - 10% of 22.4 million = 2.4m
  - 2.4 * 90 = 216 million service
  - 2.4 * 20 = 48 million product

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Development of Standards

- Quality management systems
- Staff
- The wellness product
- Safety and hygiene
- The physical environment and facilities
- Services
- Certification

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Is this what is meant by a Caribbean spa?

La Luna (GR), La Sport (SLU), Sandy Lane (BR), Turtle Inn (BLZ)
Jungle Resorts (DOM), Jasmine (DR), Jalousie (SLU)
Education and Training

- To train/certify/register/license 50% of all spa and wellness practitioners by 2015 and re-certify practitioners every 2 years
- To ensure that 50% of all spa/wellness operators and service providers meet the minimum Caribbean standards by 2015
- To develop a ‘train the trainer’ programme by 2012
- To provide training for existing trainers in accordance with international standards
- To adapt and develop regional standards through a regional curriculum build-in programme
- To develop a terms of reference for all regional training institutions and educational facilities

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Creating a Caribbean Spa and Wellness Brand

- Caribbean Branding Tag Line Options:
  - Spa & Wellness *Caribbean* Style
    - Love Life, Live Longer

Our Unique Selling Points:
- Healthy, natural environment (*Nature*)
- Hospitable, talented, caring people (*People*)
- Diverse, vibrant, rich heritage (*Culture*)

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Caribbean Gardens
Nevis, Huntes, Cinchona, Sunny-side Gardens
Indigenous Cultures
Buccament Bay (SVG), Four Seasons (SKN), Ocean Essence (BLZ)
Branding Cont.

Caribbean Spa – What does it look like?

- At one with nature (sun, sand, sea and spa)
- Location - reflect Caribbean essence

- **Sensory Experience** - five senses to be stimulated:
  - *Smell* - spices, palms, soothing and natural products
  - *Touch* - textures of fabric, ingredients in the products, therapeutic benefit of the therapist
Branding Cont.

- **Taste** - herbal teas, fresh tropical fruits, coconut water, natural juices and locally made beverages
- **Sound** - soothing music (pan, zouk, reggae, shak shak, drums, waves, sea, rain)
- **Sight** - relaxing decor with elements that are reflective of the location and environment (bamboo, thatch, calabash, batik, madras, white linen)

**Other Features:**
- O₂ – fresh air, breathing and rejuvenating importance of oxygen therapy
- Décor – palms, banana leaves, bamboo, sugar cane
- Retail products – use of sugar cane, banana leaves, bay rum soaks, coconuts in our services and our products

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What do we want our brand to reflect?

- High level of professionalism
- Spirit of excellence
- A higher level of wellness
- Caribbean identity
- The true spa

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Product Development

Sea salt

Seaweed
Product Development

Aloe, bixa, annona, momordica, pimento
Marketing/Positioning the Region as a Destination for Spa and Wellness

- Create an awareness to drive demand locally, regionally and internationally
- Develop a spa and wellness niche market
  - align brand and reputation with excellence
  - differentiate products and services in the health and wellness sector
- Participate in Caribbean and international expos and trade shows

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Caribbean – The Outdoor Gym

Akbol (BLZ), Casa Bonita (DR), Spice Isle (GR), Body Holiday (SLU)
Advertising & Promotion

- Develop promotional materials, pamphlets and brochures, newsletters and other printed material
- Creating audio-visual material (DVDs) and writing articles for magazines and newspapers
- Generating interest in the sector - social media and lifestyle websites, C-SWA directories

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Advertising & Promotion Cont.

- Samples and complimentary gift coupons for trade shows
- Establishing links with regional authorities in the travel and tourism industry - airlines, cruise lines, hotels (land transfers, hotel packages to promote and encourage use of products and services)

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Role of Governments in Developing the Caribbean Spa & Wellness Sector

- Developing policy and putting in place the legislative framework
- Defining standards and regulatory operations
- Supporting research and development
- Supporting marketing/promotion efforts
- Providing training and professional certification based on agreed standards and a common curriculum

Investment Promotion
- Supporting the work of the national and regional spa and wellness associations

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What are we Requesting of the CTO and its Member Governments?

- To continue to support the C-SWA secretariat
- Drive the regional steering committee
- Encourage partnership with C-SWA, coalitions and export agencies
- Lead the process in terms of training and certification for the sector
- Build partnerships (marketing/positioning the region as a destination for spa and wellness)

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THE SPA FUTURE
Thank You!

Caribbean - The World’s Largest Spa