



# BIG 5 STATISTICS

## 2024 ISPA U.S. Spa Industry Study



	2022 (YEAR END)	2023 (YEAR END)	% CHANGE
REVENUE	\$20.1 billion	\$21.3 billion	5.7
SPA VISITS	181 million	182 million	0.6
LOCATIONS	21,790	21,840	0.2
REVENUE PER VISIT	\$111.50	\$117.20	5.1
	2023 (JAN)	2024 (JAN)	
TOTAL EMPLOYEES	360,700	370,100	2.6

*Note: All percentage calculations are based on un-rounded figures; therefore, totals may differ due to rounding.*

