



2025 ISPA U.S. SPA INDUSTRY STUDY

BIG FIVE STATISTICS

	2023 (YEAR END)	2024 (YEAR END)	% CHANGE
REVENUE	\$21.3 billion	\$22.5 billion	5.8%
SPA VISITS	182 million	187 million	3.1%
LOCATIONS	21,840	21,980	0.6%
REVENUE PER VISIT	\$117.2	\$120.3	2.6%

	2024 (JAN)	2025 (JAN)	% CHANGE
TOTAL EMPLOYEES	370,100	376,200	1.6%
FULL-TIME	174,600	176,300	1.0%
PART-TIME	180,000	185,400	3.0%
CONTRACT	15,500	14,500	-6.5%

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

Be on the lookout for the full report coming in late Spring.