

2020
Vision



Korea

KISPA – Korean Spa Association

Korea



- KISPA estimates 20,000 spas - polarised between:
 - Traditional *oncheon* (hot / mineral springs) dominate: ~ 10,000
 - Day spas / beauty salons: 5,000
- Hotel spas: recently developing – introducing luxury experience
- Est. growth rate (2008) : 15% p.a.
- Large companies (eg: LG) and casinos opening themed resorts with large spas
- Treatments evolving from simple massage: increasingly holistic
- No regulations or guidelines
- Little formal spa education