

2024 SPA AND WELLNESS COMPENSATION WHITE PAPER



INTRODUCTION

Historically, hotel spa operations were often viewed by management as secondary amenities, similar to food and beverage or telephone services. These departments were primarily seen as tools to attract guests. As long as they didn't incur substantial losses, their ability to increase occupancy was considered sufficient justification for their existence.

However, over the past two decades, a notable shift has occurred in the hospitality industry. While hotel spas were once considered secondary amenities, they have evolved

into significant revenue generators. The role of hotel spas and Wellness facilities has shifted dramatically, from mere amenities to essential revenue generators. This transformation is evident in Renard International's data, which shows that spas and Wellness now contribute up to 15.9% to overall hotel sales from 2020 - 2024. Wellness facilities now in many cases are stand alone, and generate more revenue per square foot than other hotel amenities.

July 2024

SPA & WELLNESS COMPENSATION STUDY

This Survey focuses on Day Spa's or Hotel Spa's This includes spas whom are additional services attached to other business such as Resorts, Hospitals, Sports facilities. Where spa services is not their main business.

Position	Stand Alone Day Spa Average Salary								Average USA Dollars Salary for Hotel Spa							
	Range Canada & USA Aug. 2023	Canada & USA 2024			Range International Aug. 2023	International 2024			Range Canada & USA Aug. 2023	Canada & USA 2024			Range International Aug. 2023	International 2024		
		Google	ChatGPT	Our Calculation		Google	ChatGPT	Our Calculation		Google	ChatGPT	Our Calculation		Google	ChatGPT	Our Calculation
VP Wellness Spa Director Single Unit Manager Only	\$90 - 110	\$110,000	\$115,000	135	\$92 - 111	\$75,000	\$80,000	95	\$75 - 95	\$130,000	\$125,000	140	84 - 122	\$85,000	\$90,000	105
Spa Wellness Director/ Manager (Sometimes a #2)	Negotiable	\$70,000	\$65,000	80	39 - 48	\$55,000	\$60,000	66	\$49 - 60	\$80,000	\$75,000	80	52 - 66	\$65,000	\$68,000	72
Licensed Massage Therapist	Negotiable	\$50,000	\$48,000	54	hourly	\$30,000	\$35,000	48	Negotiable	\$55,000	\$52,000	54	hourly	\$35,000	\$38,000	44
Reflexologist	hourly	\$40,000	\$38,000	44	hourly	\$25,000	\$28,000	31	hourly	\$45,000	\$42,000	43	hourly	\$28,000	\$30,000	44.8
Kinesiologist	hourly	\$60,000	\$55,000	71	hourly	\$40,000	\$42,000	44.5	hourly	\$65,000	\$60,000	64.9	hourly	\$45,000	\$48,000	49
Clinical Nutrition Manager	\$45 - 52	\$75,000	\$70,000	77	\$48 - 54	\$50,000	\$52,000	61	hourly	\$80,000	\$75,000	76	hourly	\$55,000	\$58,000	64.5
Chef	\$36 - 48	\$60,000	\$55,000	76	\$48 - 60	\$35,000	\$38,000	60	\$52 - 66	\$70,000	\$65,000	72	54 - 72	\$40,000	\$43,000	68
Aestheticians	hourly	\$45,000	\$40,000	42	hourly	\$28,000	\$30,000	36	policy	\$50,000	\$45,000	48	hourly	\$32,000	\$35,000	39

WELLNESS: BEYOND SPA TREATMENTS A Holistic Approach to Modern Well-being

In today's fast-paced world, the pursuit of wellness has transcended the confines of traditional spa treatments to encompass a comprehensive approach to health and happiness. Renard International's recent research highlights a pivotal shift in how we perceive wellness, emphasizing its multifaceted dimensions and transformative impact on individuals and communities alike.

Key Dimensions of Wellness

Renard International's insights emphasize several critical dimensions essential to the wellness paradigm:

- **Physical Wellness:** Prioritizing regular exercise, balanced nutrition, adequate sleep, and preventive healthcare measures.
- **Mental Wellness:** Encompassing stress management, emotional resilience, and psychological well-being through mindfulness and therapeutic practices.
- **Social Wellness:** Nurturing healthy relationships, effective communication, and community engagement to enhance personal connections.
- **Emotional Wellness:** Cultivating self-awareness,

managing emotions effectively, and fostering a positive mindset.

- **Environmental Wellness:** Promoting sustainable living practices, environmental stewardship, and creating harmonious living spaces.

Expanding The Significant Roles of Wellness

In recent years, wellness has expanded its influence beyond individual health to encompass broader societal and environmental spheres:

- **Workplace Wellness:** Companies increasingly prioritize employee well-being with programs designed to boost productivity, reduce stress, and cultivate a healthy work culture.
- **Community Wellness:** Public health initiatives and community-based programs aim to improve overall community health and access to wellness resources.
- **Environmental Sustainability:** Wellness integrates environmental stewardship, advocating for eco-friendly practices and sustainable living to safeguard our planet's health.

- **Integrative Health:** Combining conventional medicine with complementary therapies like acupuncture and yoga to treat the whole person, not just symptoms.
- **Technology and Wellness Health apps, wearable devices, and telehealth services** democratize access to wellness resources, empowering individuals to track their health and engage in personalized wellness activities.

Top Leading Wellness in the world

These wellness retreats represent some of the finest destinations globally, offering comprehensive programs aimed at rejuvenating mind, body, and spirit, albeit at varying price points depending on location, amenities, and program duration.

• **SHA Wellness Clinic, Spain**

Located in Alicante, Spain, SHA Wellness Clinic is renowned for its holistic approach to wellness, combining ancient Eastern therapies with modern Western techniques. The retreat offers personalized programs focusing on detox, weight loss, rejuvenation, and relaxation. Guests can expect to pay approximately \$5,000 to \$7,000 per week, depending on the chosen program and accommodations.

• **COMO Shambhala Estate, Bali**

Nestled in the lush jungles of Ubud, Bali, COMO Shambhala Estate offers a tranquil escape focused on holistic wellness. The retreat provides personalized wellness programs encompassing yoga, meditation, spa treatments, and nutritious cuisine. Prices start around \$500 to \$800 per night, with comprehensive programs costing upwards of \$4,000 per week.

• **Canyon Ranch, Arizona, USA**

Canyon Ranch in Tucson, Arizona, is a renowned wellness resort offering a comprehensive range of services aimed at enhancing physical, emotional, and spiritual well-being. Programs include fitness classes, wellness consultations, spa treatments, and nutritious dining options. Rates begin at approximately \$800 to \$1,200 per night, with week-long programs costing around \$7,000 to \$10,000.

• **Kamalaya Koh Samui, Thailand**

Situated on the tropical island of Koh Samui, Kamalaya is a wellness sanctuary offering holistic programs rooted in Asian healing traditions. The retreat specializes in detox, stress management, fitness, and emotional balance, complemented by yoga, meditation, and spa therapies. Prices range from \$400 to \$700 per night, with comprehensive wellness packages costing upwards of \$3,000 per week.

• **The Ranch Malibu, California, USA**

The Ranch Malibu is known for its intensive wellness retreats focused on fitness, nutrition, and mindfulness in the serene setting of the Santa Monica Mountains. Guests participate in daily hikes, fitness classes, yoga

sessions, and organic meals. Rates start at approximately \$4,800 for a week-long stay, inclusive of all activities, meals, and accommodations.

Top leading roles

Here are five top leading roles within the wellness industry, excluding those typically found in spas, along with their job descriptions and insights into salary ranges. These roles highlight the diverse career opportunities within the wellness industry beyond traditional spa environments, offering competitive salaries and opportunities for professional growth and impact.

1 **Wellness Director**

Wellness Directors oversee the strategic development and implementation of wellness programs within organizations, resorts, or communities. They collaborate with various departments to create holistic wellness initiatives, manage budgets, conduct assessments, and ensure compliance with health and safety regulations. Wellness Directors typically earn between \$80,000 to \$150,000 per year, depending on the scope of responsibilities, location, and the size of the organization. The highest-paid positions can exceed \$200,000 annually in larger resorts or corporate settings.

2 **Corporate Wellness Manager**

Corporate Wellness Managers design and manage wellness programs specifically tailored for employees within corporate settings. They conduct needs assessments, develop wellness strategies, organize health promotion activities, and provide resources for stress management, nutrition, and fitness.

Salaries for Corporate Wellness Managers range from \$60,000 to \$120,000 annually. Higher salaries, upwards of \$150,000, can be found in large corporations or consulting firms where the role involves managing extensive wellness initiatives.

3 **Wellness Coach**

Wellness Coaches work one-on-one or in group settings to guide clients towards achieving their health and wellness goals. They provide personalized guidance on nutrition, exercise, stress management, and lifestyle changes, often utilizing motivational interviewing and behavior change techniques.

Wellness Coaches typically earn between \$40,000 to \$80,000 annually. Those with advanced certifications, specialized skills, or who work with high-profile clients can command higher salaries, potentially exceeding \$100,000 per year.

4 **Health and Wellness Consultant**

Health and Wellness Consultants offer expert advice and consultancy services to individuals, organizations, or communities seeking to improve overall well-being. They assess needs, develop tailored wellness programs, offer training workshops, and evaluate program effectiveness.

Health and Wellness Consultants' salaries vary widely depending on experience and clientele. They generally earn between \$70,000 to \$120,000 annually. Top consultants with niche expertise or serving high-net-worth clients can earn significantly more, upwards of \$150,000 per year.

5 Integrative Health Practitioner

Integrative Health Practitioners combine conventional medicine with alternative therapies to treat the whole person, addressing underlying causes of illness and promoting overall wellness. They may specialize in areas such as acupuncture, naturopathy, functional medicine, or integrative nutrition.

Salaries for Integrative Health Practitioners vary widely based on specialization and geographic location. On average, they earn between \$60,000 to \$120,000 annually. Those in private practice or affiliated with prestigious clinics can earn higher incomes, with top earners exceeding \$150,000 per year.

Additionally here are some quotes from famous personalities who prioritize wellness: Reflect a commitment to holistic wellness from various influential figures, emphasizing the importance of balance, mindfulness, and healthy lifestyle choices.

Oprah Winfrey

- "The greatest adventure you can take is to live the life of your dreams."
- "Wellness to me means living a life of abundance in all areas that really matter — mind, body, spirit."

Gwyneth Paltrow

- "I believe that great style starts with an inner foundation of wellness."
- "Wellness is the complete integration of body, mind, and spirit — the realization that everything we do, think, feel, and believe has an effect on our state of well-being."

Deepak Chopra

- "To promote longevity and well-being, it's important to be aware of the mind-body connection."
- "Wellness is the result of personal initiative, seeking a more optimal, holistic, and balanced state of health and well-being."

Cameron Diaz

- "True wellness is about balance in the body, mind, and spirit."
- "I've always felt that living a healthy lifestyle is important. I'm passionate about taking care of my body and mind."

Michelle Obama

- "Exercise is really important to me — it's therapeutic."
- "Wellness is about making healthy choices that improve our overall well-being, both physically and mentally."

Renard International's research underscores a paradigm shift from spa-centric relaxation to a holistic approach to health and well-being. By embracing wellness comprehensively — addressing physical, mental, emotional, social, and environmental dimensions — individuals and communities can embark on a transformative journey towards a healthier and more fulfilling life. As awareness grows, so too does the potential for wellness to shape a sustainable future where health and happiness converge seamlessly.

Renard International's insights into wellness highlight its profound impact on modern lifestyles, urging us to redefine priorities and embrace a holistic approach to well-being. In navigating contemporary complexities, wellness emerges not merely as a luxury but as an essential investment in our collective future.

Global Wellness Institute (GWI):

- The GWI provides extensive research and reports on the global wellness industry, including trends, market analysis, and insights into different sectors such as spa, wellness tourism, and workplace wellness.
- Website: [Global Wellness Institute](#)

Renard International Hospitality Search Consultants:

- Renard International specializes in executive search and recruitment for the hospitality and wellness sectors. Their insights into wellness trends and career opportunities are valuable for understanding industry dynamics.
- Website: [Renard International](#)

Hospitality News Coverage:

- This source offers in-depth coverage of trends and developments in the hospitality industry, including wellness and spa sectors. It provides insights into emerging destinations and luxury wellness resorts.
- Website: [Hospitality News Coverage](#)

Wellness Tourism Association (WTA):

- The WTA focuses on promoting wellness tourism globally, highlighting destinations, retreats, and experiences that cater to wellness travelers. They provide valuable insights into top wellness destinations and trends.
- Website: [Wellness Tourism Association](#)

Spafinder Wellness 365:

- Spafinder is a leading resource for wellness travel and spa experiences worldwide. They provide information on top spas, wellness retreats, and trends shaping the industry.
- Website: [Spafinder Wellness 365](#)

WORLDWIDE SPA OR WELLNESS FACILITIES

This Survey focusses on Resorts or Spas globally whom emphasis is solely on wellness or spa treatments.
Wellness Spas are on the high side of the average salaries USA Dollars.

Position	Average Day Spa								Average Hotel Spa							
	Range Canada & USA Aug. 2023	Canada & USA 2024			Range International Aug. 2023	International 2024			Range Canada & USA Aug. 2023	Canada & USA 2024			Range International Aug. 2023	International 2024		
		Google	ChatGPT	Our Calculation		Google	ChatGPT	Our Calculation		Google	ChatGPT	Our Calculation		Google	ChatGPT	Our Calculation
VP Spa Director 2 or more units	125 - 188	\$125,000	\$120,000	156	131 - 235	\$105,000	\$100,000	125	125 - 188	\$135,000	\$130,000	150	131 - 235	\$110,000	\$105,000	120
Spa Wellness Director Single Unit Management Only	82 - 133.8	\$90,000	\$85,000	94	84 - 98.1	\$75,000	\$72,000	75	82 - 133.8	\$95,000	\$90,000	95	84 - 98.1	\$80,000	\$78,000	86
Spa Wellness Director / Manager (Number 2 in Spa)	64 - 82	\$75,000	\$70,000	72	62 - 74.1	\$65,000	\$60,000	64.6	64 - 82	\$80,000	\$75,000	78.8	62 - 74.1	\$68,000	\$65,000	72
Licensed Massage Therapist	hourly	\$55,000	\$52,000	54	hourly	\$45,000	\$42,000	46	hourly	\$60,000	\$57,000	60	hourly	\$48,000	\$45,000	48.9
Reflexologist	hourly	\$45,000	\$42,000	48	hourly	\$38,000	\$35,000	36	hourly	\$48,000	\$45,000	48	hourly	\$40,000	\$38,000	40
Kinesiologist	38 - 52	\$65,000	\$62,000	70	38 - 52	\$52,000	\$50,000	52.1	38 - 52	\$70,000	\$65,000	67.9	Negotiable	\$55,000	\$52,000	52.3
Clinical Nutrition Manager	Usually outside consultant	\$75,000	\$70,000	77.1	Usually outside consultant	\$58,000	\$55,000	58	Usually outside consultant	\$78,000	\$75,000	77	Usually outside consultant	\$60,000	\$58,000	62
Executive Chef (more than one unit)	64 - 96	\$85,000	\$80,000	82	64 - 88.3	\$70,000	\$68,000	72	64 - 96	\$75,000	\$72,000	83	64 - 88.3	\$65,000	\$63,000	64
Aestheticians	As company policy dictates	\$50,000	\$48,000	50	As company policy dictates	\$40,000	\$38,000	39	As company policy dictates	\$55,000	\$50,000	53	As company policy dictates	\$42,000	\$40,000	44
Spa Director Single Unit Management Only	77 - 130	\$85,000	\$80,000	86	79 - 111	\$60,000	\$58,000	66	77 - 130	\$90,000	\$85,000	90	79 - 111	\$65,000	\$63,000	68.4
Spa Director / Manager (Number 2 in Spa)	54 - 73	\$70,000	\$68,000	71	52.4 - 89	\$50,000	\$48,000	74	54 - 73	\$75,000	\$72,000	72	52.4 - 89	\$55,000	\$53,000	60
Licensed Massage Therapist	Hourly based on location	\$50,000	\$48,000	49.7	Hourly based on location	\$30,000	\$28,000	30	Hourly based on location	\$55,000	\$52,000	53	Hourly based on location	\$35,000	\$33,000	89
Reflexologist	hourly	\$42,000	\$40,000	42	Hourly based on location ³	\$25,000	\$24,000	25.5	hourly	\$45,000	\$42,000	44	Hourly based on location ³⁶³	\$28,000	\$27,000	31
Kinesiologist	34 - 48.7	\$60,000	\$58,000	63	Negotiable	\$40,000	\$38,000	40	34 - 48.7	\$65,000	\$62,000	65	Negotiable	\$45,000	\$43,000	48.2
Clinical Nutrition Manager	48 - 72.9	\$70,000	\$68,000	72	Usually outside consultant	\$50,000	\$48,000	50	48 - 72.9	\$75,000	\$72,000	75	Usually outside consultant	\$55,000	\$53,000	58
Executive Chef Single Unit (one or two outlets only)	69 - 106	\$75,000	\$73,000		59 - 84.8	\$55,000	\$53,000		69 - 106	\$80,000	\$78,000		\$59 - 84.8	\$60,000	\$58,000	
Aestheticians	Hourly based on location	\$45,000	\$43,000		Hourly based on location	\$30,000	\$28,000		Hourly based on location	\$50,000	\$48,000		Hourly based on location	\$35,000	\$33,000	

WELLNESS VS SPA DEFINITIONS Major Differences & Definitions

In today's fast-paced world, the pursuit of wellness has transcended the confines of traditional spa treatments to encompass a comprehensive approach to health and happiness. Renard International's recent research highlights a pivotal shift in how we perceive wellness, emphasizing its multifaceted dimensions and transformative impact on individuals and communities alike.

1. Detox Programs

- **Wellness:** Offers comprehensive detox programs that may include dietary changes, detoxifying treatments, herbal supplements, and medical supervision to cleanse the body of toxins.

- **Spa:** Provides detox treatments such as body wraps, mud baths, and juice cleanses, primarily focused on relaxation and skin purification rather than medical detoxification.

2. Massage Therapy:

- **Wellness:** Wellness: Uses therapeutic massage techniques like deep tissue, sports, and medical massages aimed at addressing specific health issues or injuries.
- **Spa:** Focuses on relaxation massages such as Swedish, hot stone, and aromatherapy massages designed for stress relief and pampering.

3. Hydrotherapy:

- **Wellness:** Includes hydrotherapy treatments such as contrast baths, aquatic therapy, and hydro-massage, often for rehabilitation and therapeutic purposes.
- **Spa:** Offers hydrotherapy experiences like Jacuzzis, steam rooms, and saunas primarily for relaxation and skin benefits.

4. Nutrition and Diet:

- **Wellness:** Provides personalized nutrition and diet plans, nutritional counseling, and sometimes cooking classes aimed at long-term health improvement.
- **Spa:** May offer light, healthy meals and detox juices, but the focus is less on long-term dietary changes and more on short-term wellness during the stay.

5. Skin Treatments:

- **Wellness:** Uses clinical treatments like chemical peels, microdermabrasion, and laser therapy to address specific skin conditions.
- **Spa:** Focuses on rejuvenating and relaxing treatments such as facials, body scrubs, and wraps that enhance skin appearance and texture.

6. Fitness Programs:

- **Wellness:** Offers structured fitness programs including personal training, yoga, pilates, and physical therapy sessions tailored to individual health goals
- **Spa:** Provides fitness classes like yoga or light exercise sessions primarily for relaxation and enjoyment during the stay.

7. Mind-Body Therapies:

- **Wellness:** Includes therapies like meditation, mindfulness training, cognitive behavioral therapy (CBT), and stress management techniques.
- **Spa:** Offers relaxation-based mind-body therapies such as guided meditation sessions and relaxation techniques.

8. Medical Treatments:

- **Wellness:** Offers treatments under the supervision of medical professionals, including chiropractic care, acupuncture, and physiotherapy.
- **Spa:** Provides non-medical treatments such as reflexology, aromatherapy, and Reiki, focusing on relaxation and holistic wellness.

9. Weight Management:

- **Wellness:** Provides structured weight management programs, including metabolic testing, personalized exercise plans, and medical supervision.
- **Spa:** May offer weight loss treatments like body wraps and light dietary advice, focusing on short-term results rather than long-term weight management.

10. Specialized Treatments:

- **Wellness:** Includes treatments for specific health conditions like diabetes management, cardiovascular health programs, and chronic pain management.
- **Spa:** Offers specialized beauty treatments like anti-aging facials, cellulite reduction, and luxury spa rituals.

THE ENCLOSED IS A COMPLETE SPA DICTIONARY OF TREATMENTS

<http://www.renardnewsletter.com/articles/April2018/SpaDictionary.pdf>



RENARD INTERNATIONAL HOSPITALITY SEARCH CONSULTANTS

INTRODUCTION – WORLDWIDE SPA & WELLNESS

Join Renard International in celebrating our 54th anniversary in 2024!

We are proud of our company's success over the past five decades. Having been chosen by international and independent hotel companies, restaurants, casinos, and food service organizations around the world, we sincerely appreciate the respect we've earned as the renowned hospitality recruitment search firm in the world.

Our achievements are a direct result of the dedication and commitment of our remarkable team, who tirelessly serve both our clients and applicants. We're always working hard to better serve you and everyone we work with.

Renard International is honored to be regarded as a "benchmark" among recruitment companies. We extend our heartfelt gratitude for your loyalty throughout the past 54 years. We truly value your continued support.



Stephen J. Renard
STEPHEN J. RENARD
President

EXECUTIVE TEAM LEADERS



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Thank you for your continued loyalty and confidence.

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