

# Spa for pregnant women in queensland business plan examples

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The number of people visiting the Spa's in Australia has been increasing at a tremendous rate. Currently there is an annual increase rate of about 13.8 % per annum. This has been caused by many Australians seeking to go to the spa for health and wellness purposes. They are also visiting the spas to find means to relax and avoid stress. In Queensland Australia, the industry is growing too at a fast rate. It is estimated that the number of visitors going to the spas for health related reasons in Queensland is increasing at a rate of 17,000 per year. This growth is anticipated to continue since the economic conditions of the country do not affect the rate of visitors. The demographics of the clients going to spa show that women are the majority with a percentage of 85%. This number includes 47% of those who are pregnant women (Douglas & Sussman, 2004).

The major market category for those going for spas and health visits are the pregnant women. This is attributed to the fact that they are highly concerned and also at a higher capacity to spend their money with an aim of preventing any health conditions that would pose as risks to their condition. Their demand for these preventive services has led to a majority of them visiting the spas. A portion of these clients are the young professionals who are also seeking preventative services for stress related effects that may be brought about by the pregnancy and can affect them in their work (Denney, 2012).

In today's world many people are appreciating the need to go green. The spa uses natural organic materials and thus is safe for the body. This leads many pregnant women to visiting the spas since they are also protecting their unborn babies. With such an increase in the pregnant women visiting the

spa, the market for spa in this category is set to increase in Queensland. This also means that sales are set to continue increasing.

## **References**

Denney, S. (2012). *Spa Mama: Pampering for the Mother-to-Be*. New York: Chronicle

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Douglas, A., & Sussman, J. R. (2004). *The Unofficial Guide to Having a Baby*. New York:

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