



The leading MENA swimming pool & spa event
17-19 SEPTEMBER 2016
DUBAI WORLD TRADE CENTRE

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MIDDLE EAST AND AFRICA SPA MARKET VALUED AT AED 11 BILLION IN 2016

The spa market in the Middle East and Africa is valued at AED 11 billion this year (US \$3 billion), according to a new report.

The leisure market report prepared by Euromonitor International ahead of The Leisure Show 2016 and Piscine Middle East 2016 reveals that the UAE shares over 14% of this market with a value of USD 435 million.

Rabia Yasmeen, Research Analyst at Euromonitor International commented: "Hotel and resort spas are most common in this region. UAE hotels report 60% of total spa visitors are residents who are not otherwise staying on the property. Hotels are now leasing spaces for more spa related services as the demand increases."

Yasmeen continued: "Compared to the US and Asia, current spa market leaders around the world, spas in the Middle East in particular are associated with more luxurious and therapeutic experiences. The trend towards health and wellness and medical tourism in this region is expanding. Health focused tourists usually spend more than 130% as compared to regular traveller as they seek such experiences as part of leisure activities. There is now greater demand for experiences ranged over two to seven nights, health and wellness programmes, meditation, cosmetic treatments, and thematic environments similar to the Asian market."

The Global Wellness Institute (GWI) has previously identified Sub-Saharan Africa and Middle East and North Africa as the fastest growing spa markets in the world.

Euromonitor forecasts that the Middle East and Africa spa market will grow by 21.6% from 2015 until 2019.

Spa openings across the region in 2016 include: Aurora Spa by Joelle at the Mövenpick Hotel Riyadh; Nikki Spa at the Nikki Beach Resort & Spa Dubai; R Resort & Spa Palm Jumeirah; and The Oberoi, Marrakech.

In light of the spa market boom, the only event dedicated to the leisure industry in the Middle East and Africa, The Leisure Show, will be co-located for the first time in 2016 with Piscine Middle East, bringing the region's largest pool and spa supply event to Dubai (previously held in Abu Dhabi).

On the Piscine Middle East show floor during its first day (17th September 2016; 5-6pm) a 'Pool Vision' contest will award "beautiful" residential, tourism and leisure pools, alongside the "most innovative" pools across the region.

On the same evening (7pm-late) the Middle East Pool and Spa Awards (MEPSA) will return for its 4th edition with 17 award categories for 2016 including: Best Innovative Body Treatment (new for 2016); Best Signature Body Treatment; Best Hotel Spa; Best Beauty Salon; Best Aqua Leisure Venue and more.

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Previous MEPSA winners (2015) include: Banyan Tree Spa Al Wadi; The Spa at The Palace Downtown Dubai; Yas Waterworld, Abu Dhabi; SensAsia Urban Spa, Emirates Golf Club; Point Zero Flotation Centre; and La'mar Spa at Marjan Island Resort & Spa, Ras Al Khaimah.

Free online registration for The Leisure Show (www.theleisureshow.com) and Piscine Middle East (www.piscine-middleeast.com) is now open. The events will take place 17-19th September 2016 at the Dubai World Trade Centre, also co-located with The Hotel Show.

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The Leisure Show

The premier event for the leisure industry

The Leisure Show is organised by dmg events and belongs to the dmg hospitality portfolio comprising of The Hotel Show Saudi Arabia, The Hotel Show Dubai, The Vision Conference, The Leisure Show, The Middle East Hotel Awards and The Middle East Pool & Spa Awards.

The Leisure Show Dubai (17-19th September 2016, Dubai World Trade Centre) is the only event in the Middle East and Africa dedicated to cater to its thriving leisure industry. Co-located with The Hotel Show and working with strategic partners and supporters including the FittAGENCY, the Shows include visionary features, extensive educational content (through the Vision Conference and The Leisure Hub) and other knowledge sharing platforms together with senior level networking.

Find out more or register to attend for free at www.theleisureshow.com



Piscine Middle East

The leading MENA swimming pool & spa event

Piscine Middle East is a growing event in UAE that draws pool and spa professionals of all types, giving them a unique opportunity to meet and exchange ideas: visitors, exhibitors, journalists, federations, etc. In 2014, Piscine Middle-East has welcome 2,800 visitors and have host more than 100 different brands.

Building on its success, Piscine Global, the world leading pool and spa show (600 exhibitors and 18,000 visitors) has developed Piscine OPEN (Piscine Overseas Pool export Network), which today comprises 3 international pool and spa exhibitions, to support manufacturers and suppliers as they develop their international business.

www.piscine-middleeast.com

www.piscine-expo.com/the-show/the-piscine-open-network



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