

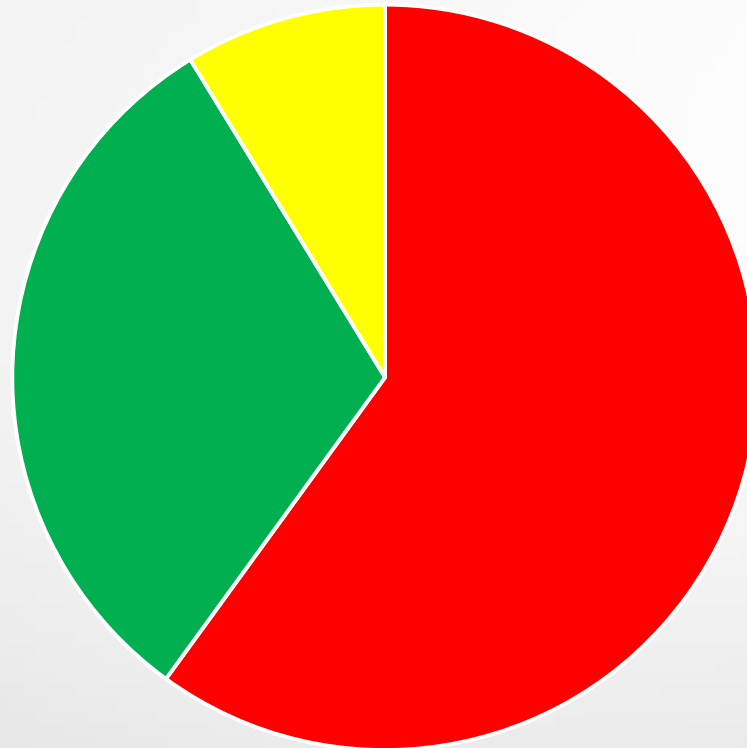


SPA & WELLNESS  
ASSOCIATION OF AFRICA

# **Spa & Wellness Industry in Africa after COVID-19**

Q1

Do you think the government will be able to successfully guide the country through the COVID-19 crisis?

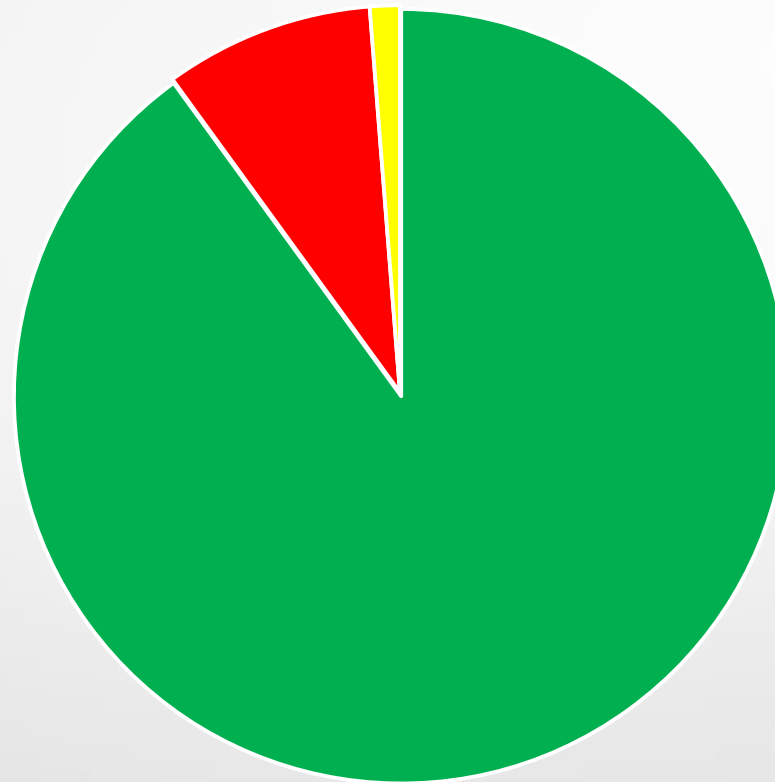


■ Yes ■ No ■ Other

| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Yes                    | 60.00%    |
| No                     | 31.25%    |
| Other (please specify) | 8.75%     |

Q2

Do you think closing down spas, fitness and  
massage centers was the right decision from the  
government?

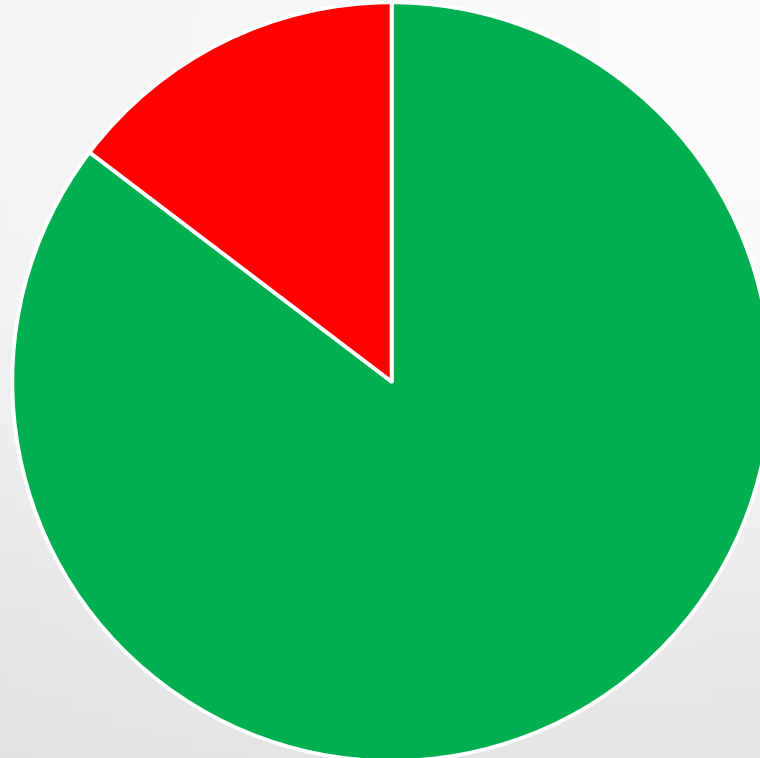


■ Yes ■ No ■ Other

| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| No                     | 8.75%     |
| Yes                    | 90.00%    |
| Other (please specify) | 1.25%     |

Q3

Do you think as a Beauty, Spa or Wellness provider, its your duty to educate and inform your clients on the dangers of the COVID-19 virus?

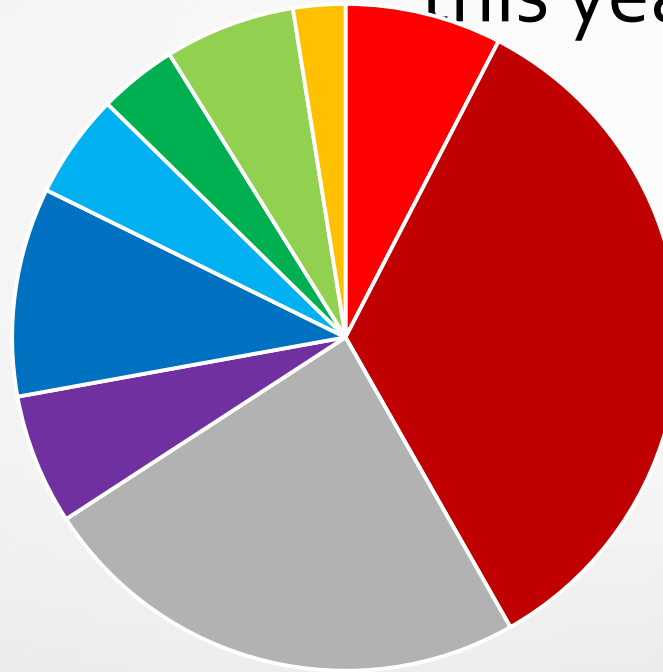


■ Yes ■ No

| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes            | 85.00%    |
| No             | 13.75%    |

# Q4

## What is the rough estimation of loss your Beauty, Spa or Wellness business will suffer due to the COVID-19 crisis this year?



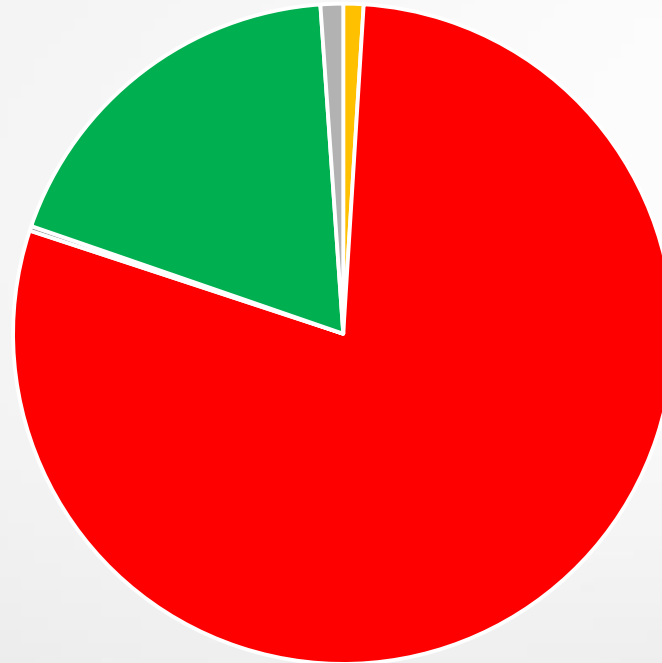
| ANSWER CHOICES                | RESPONSES |
|-------------------------------|-----------|
| My business is growing        | 7.59%     |
| <50,000 USD                   | 34.18%    |
| 50,001 USD - 100,000 USD      | 24.05%    |
| 100,001 USD - 250,000 USD     | 6.33%     |
| 250,001 USD - 500,000 USD     | 10.13%    |
| 500,001 USD - 1,000,000 USD   | 5.06%     |
| 1,000,001 USD - 2,000,000 USD | 3.80%     |
| 2,000,001 USD - 5,000,000 USD | 6.33%     |
| >5,000,001                    | 2.53%     |

■ My business is growing  
■ 50,001 USD - 100,000 USD  
■ 250,001 USD - 500,000 USD  
■ 1,000,001 USD - 2,000,000 USD  
■ >5,000,001

■ <50,000 USD  
■ 100,001 USD - 250,000 USD  
■ 500,001 USD - 1,000,000 USD  
■ 2,000,001 USD - 5,000,000 USD

Q5

# Will your Beauty, Spa or Wellness business survive during this period?



|                                                                         |        |
|-------------------------------------------------------------------------|--------|
| Yes, we will survive, we will keep finding ways to innovate and operate | 42.50% |
| No, we will not survive, we will have to close down our business soon   | 10.00% |
| No option. We will just wait and see                                    | 47.50% |

- Yes, we will survive, we will keep finding ways to innovate and operate
- No, we will not survive, we will have to close down our business soon
- No option. We will just wait and see

# How do you think your clients demands will change after the COVID-19 situation?

- guests expecting spa facilities and spa therapists are healthy and safe to revisit.
- safety first re sanitizing of premises and work areas...staff and client hygiene will be required to be visibly implemented
- Much less clients in first few months after lockdown
- More focus on Wellness , less on Spa
- Am sure some senses will no longer be the same eg: sense of touch some treatments will have to be done with the therapist wearing gloves and to some extent smell if we have to put on masks
- Once the danger of infection is over clients will return to their usual spa treatments. We will keep extra precautions in place for the foreseeable future
- Cleanliness and hygiene standards will be critical, clients will expect to see 'hygiene' mission statements in all facilities and protocols may even be something displayed in public areas. Hygiene in communal and thermal areas will be hypercritical as features like locker rooms, saunas and steam rooms are all DIY areas, where standards must be very high in future