

# Kenya unveils national spa and wellness standard

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Kenya's spa and wellness sector is set for a major facelift with the launch of the **National Spa & Wellness standards**.

Today the **Tourism Regulatory Authority (TRA)** unveiled the National Spa and Wellness Standard during the official launch of the **Spa and Wellness Association Kenya (SWAK)** and warned of a crackdown on quacks operating in the sector.

The **Tourism Regulatory Authority (TRA) Director General Norbet Talam**, says that the standards will now professionalize and improve the reputation of the sector that had been adulterated by unqualified providers.

*"With the standards and the association being place, we are now in a position as the sector to offer competitive services that are up to the global standards. We must all roll out these standards in our facilities across the 47 counties in the country,"* said **Talaam**.

The **National Spa & Wellness** standard is a comprehensive set of standards and best practices tailored specifically for the Kenyan market. These guidelines will serve as a benchmark for industry professionals, providing them with a framework to deliver exceptional services while adhering to international quality standards.

**Winnie Taylor**, the chairperson of the **Spa and Wellness Association of Kenya (SWAK)**, said: *"We are thrilled to launch the SPA and Wellness Association of Kenya and embark on this exciting journey of elevating our country's spa and wellness industry."*

*"Kenya possesses an abundance of natural beauty and resources that provide the perfect backdrop for unparalleled wellness experiences."*

*"SWAK will play a vital role in promoting best practices, fostering collaboration among industry stakeholders, and raising awareness about the immense benefits of the spa and wellness sector."*

She said **SWAK** will be dedicated to promoting and advancing the spa and wellness subsector in Kenya, as the demand for relaxation, rejuvenation, and holistic experiences continues to surge among travelers worldwide.



L-R: **Winnie Taylor** chairperson **SWAK** **Norbet Talam** DG **TRA** **Francis Gichaba** Chairman **KTB** **Lucy Imison** Secretary **SWAK** unveiling the **National Spa and Wellness Standard**. PHOTO/COURTESY

The global spa sector is experiencing an unprecedented boom with travelers increasingly seeking wellness-focused activities and services during their journeys. In terms of revenue generation, this travel niche is expected to reach \$2.1 trillion by 2030 globally.

**Francis Gichaba**, Chairman of the **Kenya Tourism Board (KTB)**, emphasized the importance of marketing Kenya's spa and wellness offerings to the global audience.

He said: *"The spa and wellness industry in Kenya has immense potential to attract today's discerning traveler who is seeking relaxation, rejuvenation, and holistic well-being."*

*"Kenya's diverse landscapes, rich cultural heritage, and traditional healing practices provide a unique and authentic spa experience. Together with SWAK, we will showcase Kenya's wellness offerings globally and position our country as a premier spa and wellness destination."*

**SWAK** membership provides for spas of all types and sizes including vendors, service providers, student and individual memberships with one year of access to all **SWAK** resources.

Tags: [Francis Gichaba](#), [KTB](#), [National Spa & Wellness](#), [Spa and Wellness Association of Kenya](#), [SWAK](#), [Tourism Regulatory Authority](#), [TRA](#)