



BE PART OF

# celebrating excellence

IN THE CANADIAN SPA AND WELLNESS INDUSTRIES

Each year our list of candidate's grows and our judges have the difficult task of deciding who will be celebrated as Canada's best top spas. This awards program recognizes the hard work, innovation and excellence of the spa industry, whether it's a small business or a worldwide brand. The winners of the 2021 Canadian Spa & Wellness Awards will have exemplified the highest standards of customer service and wellness treatments, often in unique and luxurious settings.

Presented by:



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## Take stock of your achievements over the past year

Leading spas, industry partners and educators are encouraged to nominate across all categories and be recognized for their achievements and outstanding work over the past year. Nominations will be reviewed by our esteemed judging panel.

## Raise your profile with national media coverage

Winners will be announced and profiled in *Spa Inc.* magazine winter 2021 issue (print and digital distribution), *Spa Inc.* and Canadian Spa & Wellness Awards websites, social media, highlighted in the 2021 Spa Directory, and select media outlets. They will also receive digital badges and a printed certificate that can be used in marketing collateral, as well as on display at their location.

## Be part of the new standard for celebrating excellence

2020 was a year full of change, but despite the challenges the industry has faced, the future of our profession has never looked brighter.

## Salute your team, colleagues and partners in style

Sharing the news of the prestigious recognition exemplifies how much you value your team and their amazing work.

*"For those nominated and who win in their respective categories, it provides a sense of pride for the spa staff and credibility for the spa client that they've chosen a quality spa. We want to raise the bar and standards across Canada's spa industry and recognize those spas striving for customer and staff excellence."*

– **Chris Ryall**, President, Travel Marketing Experts,  
5 time Canadian Spa & Wellness Awards Judge

## AWARD CATEGORIES

Top 25 Spas in Canada

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### Individual Awards:

- Top Day Spa
  - Top Destination Spa
  - Top Hotel Spa
  - Top Hydro Spa
  - Top Medi-Spa
  - Top New Spa
  - Consumer's Choice Award
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### Industry Contributors:

- Education Award
- Top Spa Partner



## PROCESS

### Stage 1: Nominations

Members of the spa and wellness profession are invited to nominate the most outstanding spas, industry partners and educators based on their performance and achievements during the calendar year 2020.

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### Stage 2: Validate and Organize

Our Canadian Spa & Wellness Awards team will draw on knowledge and information gained through *Spa Inc.* to ensure all nominees are eligible for each category. From there, the team will organize a list of finalists for each category to provide to the judging panel.

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### Stage 3: Judging

The Canadian Spa & Wellness Awards team will send the completed finalists submissions to our panel of judges. The panel will assess and provide each finalist with a score according to the relevant category criteria.

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### Stage 4: Winners

Using a simple points system to aggregate judge's scores, the finalists with the highest score in each category will win. Winners will be announced via email, social media, the winter issue of *Spa Inc.* magazine, the 2021 Spa Directory and more.

To nominate or learn more, visit [www.CanadianSpaAwards.ca](http://www.CanadianSpaAwards.ca) or email [awards@spainc.ca](mailto:awards@spainc.ca)