



THE INSTITUTE OF THERAPEUTIC MASSAGE, INC.

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A PROFESSIONAL EDUCATION FOR A PROFESSIONAL CAREER

What does the future hold, where can I work, and how much will it pay?

The most frequently asked questions we receive and by far the most important. Yes, we provide what has to be the best educational value, the best educational experience, and the best options for your future; however, all is judged by how well you provide for yourselves and for your families. All the education and skills acquired are just that, unless there is a future in it. Fortunately people wiser than me have researched this information and I will attempt to share their findings with you.

Business of Massage

Published by the American Massage Therapy Association, 2002

Earns reported by this prestigious publication find that the average full-time income is \$32,500 per year and average part-time income to be \$12,000 per year.

Full-time is defined by this report as 17 paid hours of massage per week and part-time as fewer than 17 one hour sessions per week.

Full-time massage income is further broken down as:

8% earn up to \$ 9,999

16% earn \$10,000 - \$19,999

27% earn \$20,000 - \$29,999

21% earn \$30,000 - \$39,999

10% earn \$40,000 - \$49,000

18% earn \$50,000 and over.

According to the same report it was found that twice as many Americans report receiving one or more massages from a therapist in the past year as did a year ago. With over 25% of the population receiving massages, massage has become the fastest growing industry in America.



ABMP School Connection

Published by the Associated Bodywork & Massage Professionals,
April 2004

The results of ABMP's 2003 Biannual Member Profile Survey determined the

following percentages as to where massages were provided:

63.0% Independent practice settings

16.4% Spa, salon, hotel, or health

club

11.6% Chiropractor or M.D. offices

6.6% Chair massage

2.1% Hospital

Independent settings are down, which is a reflection of the increase in other areas. Spa is the fastest growing segment surpassing Medical office; however, twice as many hospitals have announced their intentions to add massage as a patient benefit.



2004 State of the Industry Report

Spa Association (SPAA)

This study shows massage ranks first among Spa treatments. Of more than 3,500 spas that responded, massage was offered at 97% of them. On an average there were four massage rooms per facility. Massage accounts for an average of 36% of sales revenue outpacing esthetic services at 33%. And putting it in perspective, hair care accounts for 9% of revenue. The executive director of SPAA, Melinda Minton, feels massage could play an even more important role as spas offer more massage modalities and emphasize the therapeutic benefits.

Call today toll-free 866-897-0949 and we'll get you started!

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