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### **IN TERMS OF RECREATIVE ACTIVITY SPA CONSUMER PROFILE**

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#### **EXTENSIVE SUMMARY**

Spatourism has emerged as an important alternative tourism destination that has developed in our country in recent years. At the same time spa tourism offers considerable contributions both to the development of health tourism and to the expansion of tourism to 12 months.

This research was conducted to determine the characteristics of the consumer profile of the spa centers of five star hotels in Ankara and at the same time to identify the data needed for investment in the sector. 454 visitors participated in the research. The percentage of the data obtained and the frequency distributions obtained from the research were analyzed with the SPSS packet program.

As a result of the research, it was determined that the most attendance to the Spa was provided by the male visitors, The participants concentrated in the 26-35 and 36-45 age range, overall annual budget set aside for the Spa visitors 1001-2000 tl and 2001-3000 tl level. It was determined that visitors' the most prominent reasons of arrival of Spa was "resting, refreshing, and having enjoyable time (recreation)" and the most important feature for coming Spa was the business's "different opportunities for entertainment and recreation. "It was determined that the most preferred Spa service in the business is "full body massage "