

**Breakout Session: Spa Industry Research Numbers for Singapore, Taiwan, Malaysia, Philippines, Thailand and Australia**

Monday, May 22<sup>nd</sup>

2:15AM – 3:30PM

Lexington Suite

***Presenter:*** Samantha Foster on behalf of Stu Garrow, Co-founder, Intelligent Spas Pte Ltd, Singapore

**SUMMARY**

“The Asia-Pacific Spa & Wellness Council (APSWC) formed in 2006 with the mission to promote, protect, educate and develop the spa industry through the sharing of knowledge and resources. The Council links national spa associations with international industry leaders, and provides a bridge between countries in the region. Learn about the activities of APSWC, and its planned programmes in the areas of People Development, Products, Professionalization (accreditation), Planet and Profit. Learn how you can be involved to help realize the tremendous potential benefits for you, your industry, and the planet.”

**KEY TAKEAWAYS**

1. See the ‘big picture’ – SWOT analysis shows the forces acting on the industry.
2. Learn about the regional programmes being undertaken to address industry challenges.
3. Know how you can be involved.