

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

Monday, May 22nd

2:15AM – 3:30PM

Lexington Suite

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

Intelligent Spas is the only 100% independent spa industry research company and has successfully provided consistent spa benchmarks across the Asia Pacific region over the last six years. The results have enabled spa owners, managers and developers to more accurately analyze and plan their business activities, spa suppliers to better service the spa industry and the media to increase coverage of the industry to help generate more spa visits.

The research highlights the unique qualities of each individual market surveyed and provides a practical overview of industry and consumer statistics required for smart business planning, which is critical in competitive markets. Read the presentation to:

- Identify why various businesses/organizations use spa industry and consumer research
- Review the size and profile of key spa markets surveyed
- Confirm what spa consumers want and the main disappointments they experienced during spa visits
- Learn how to map industry research against consumer research to avoid costly mistakes
- Understand the importance of implementing standard operating procedures in promoting high quality service standards
- Realize why 100% independent research is the only key to accurate survey results

Intelligent Spas research is currently underway in over 25 spa markets and is rapidly expanding to provide consistent global, spa industry benchmarks – survey respondents receive the results free of charge so visit www.IntelligentSpas.com to participate in your country's next spa survey and help generate accurate benchmarks for your benefit.