

**General Session: Concluding Remarks**

Tuesday, May 22nd

4:00PM – 4:30PM

Empire Room

**Presentation:** Audience Response Questions

**Scribes:** Fransisco Cunha and Se Bum Oh

**Moderator:** Susie Ellis, President, Spa Finder, Inc., US

**Q1. Your business is primarily in what region?**

1. Africa = 0%
2. Asia = 21%
3. Australia = 3%
4. Europe = 22%
5. Middle East = 5%
6. North America = 47%
7. South America = 7%

**Q2. What do you consider to be the #1 problem facing the global spa industry today?**

1. Labor shortage
2. Definitions and standards of best practices

**Q3. What do you consider to be the greatest opportunity the global spa industry today?**

1. Adding pleasure and better health to people's lives
2. Educating people

**Q4. What would you estimate as the total global spa industry revenue in USD for the year ending 2007?**

The top three responses were:

USD 61-75 billion = 22%

USD 15-30 billion = 20%

USD 31-45 billion = 19%

**Q5. Which part of the GSS did you find most enjoyable?**

The top three responses were:

1. Networking
2. Morning speaker presentations
3. Breakout panel discussions

**Q6. Would you prefer future GSS to take place:**

Once a year: 53%

Once every other year: 47%

**Q7. Where would you prefer the next GSS to take place?**

Once again in NYC: 34%  
Somewhere else: 66%

**Q8. If the next GSS were to take place somewhere else, which region would you prefer?**

Europe: 40%  
Asia: 22%  
North America: 16%

**The question was.....I Challenge the Spa Industry to:**

- to undertake global research
- to do a better job of taking care of staff
- to decide on standards of training
- to establish benchmarking for sustainability and staff training
- to set global standards
- to continue the dialog begun at this GSS
- to pursue global public relations
- to identify global spa ambassadors
- to do benchmarking
- to stop talking and do something
- to remember our roots: treat people and make people feel well and then the money can follow
- to know the essences of healing
- to consolidate the different names for spa
- to create and promote benchmark education
- to preserve the integrity of what 'spa' is about
- to keep talking and communicating with each other, e.g. through email
- to keep and cherish the diversity
- to make profit
- to benchmark for spa design and have a council for design
- to create a spa task force for benchmarking
- to educate consumers about the benefits of spa-ing and the concept of spa

Ended with a toast to “Joining Together, Shaping the Future.”