

General Session: What I See Ahead For the Global Spa Industry

Sunday, May 20th
8:20PM – 9:00PM
Empire Room

Scribe: Mariana Pires and Se Bum Oh

Moderator: Pete Ellis, Chairman & CEO, Spa Finder, Inc., New York

Panelists:

R. Byron Carlock Jr., President & CEO, CNL Income Corp., Texas

Marc Cohen, Foundation Professor, Complementary Medicine, RMIT University and President, Australasian Integrative Medicine Association, Australia

Leandro Gualtieri, Owner, Societa Terme e Benessere (STB): Fonteverde, Grotta Giusti, and Bagni di Pisa Natural Spa Resorts, Italy

Stephen Purdew, Owner, Champneys Health Resorts, UK

PE: What brought you to the spa industry?

LG: I came from textile industry. I had gradually realized spas helped people to relieve many problems. I am now dedicating myself to the spa and wellness industry. In 1996, I introduced cosmetic line of my spa. I have done remarkable jobs for developing unique concept spa. I own many spa properties in Italy. I co-market my products with three properties in the US.

RBC: CNL provides investment to the spa industry. The spa/wellness industry is undeserved in financing and I want to finance your next property purchases.

PE: Looking at the spa industry history (from 1980 to the future), what was the past, is the present, and will be the future?

LG: The trend of seeking good health should last in the future. There will also be strong demands for wellness. Spas will be successful since there will be increasing demands for wellness and good living.

SP: Europe and the US will get together and find the way of mixing and growing the spa concept.

RBC: Spas will brand their own capabilities and become multi-location. As they do so, spas will be able to make more money.

MC: People will desire and prefer to go to spa rather than hospitals for taking care of themselves. Wellness is becoming a religion, and spa is becoming a place where people learn the wellness. This industry will be the one which can create sustainable environment for the human species.

PE: What are the customer's expectations of spas, and are there any differences in terms of culture, etc.?

SP: We need to define the definition of spa. Spa means health with water. However, today people tend to use the term of spa in many different ways. Sometimes it is difficult to explain the concept of spa to the US customers and target them.

PE: Why are you in this business?

RBC: The spa industry is growing fast. There are few businesses which show their growth over 11% a

year like spa business. It is a profitable business and we are here to make money in it.

SP: I believe the spa business is the “people” business.

LG: I am from the fashion business and I believe spa and fashion go together.