

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

Sunday, May 20<sup>th</sup>

8:20PM – 9:00PM

Empire Room

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

**SYNOPSIS**

The Sunday evening visionary panel, moderated by Pete Ellis, included R. Byron Carlock Jr., Marc Cohen, Leandro Gualtieri and Stephen Purdew.

The highlights of each of the panelist's input are as follows.

***Marc Cohen:***

- Recognizes that wellness and spa are integrating into the lives and lifestyles of people all over the world.
- Programs for wellness are being brought into residential communities and individual spas.
- He thinks that defining 'wellness' and 'spa' will be an issue going forward.

***Steven Purdew:***

- It is profitable selling to all demographics of consumers.
- It is important to keep in mind this is a people business, which encompasses your employees.

***R. Byron Carlock Jr.:***

- He views this as a 16% growth industry and wants to finance the property purchases for established spa companies.
- He thinks that this industry is much underserved in the finance market and his company is here to serve the needs.

***Leandro Gualtieri:***

- Spa is similar to fashion and people want to look and feel good.
- He thinks that a plausible model for the future of the industry is back to tradition rather than fancy offerings.
- He is also integrating medical/wellness programs into several of his properties.