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## **IAN SCHRAGER TO DELIVER KEYNOTE SPEECH AT**

### **2008 GLOBAL SPA SUMMIT**

#### ***Specially Commissioned 'Global Spa Economy' Report to be Unveiled for Spa Industry Leaders from Around the World***

[www.globalspasummit.org](http://www.globalspasummit.org)

New York, NY – March 3, 2008 – Ian Schrager, a leading visionary in the luxury hotel industry and a pioneer in spa development, will deliver the opening day's keynote address at the second annual Global Spa Summit from May 18-20 in New York City, organizers announced today.

Mr. Schrager, who invented the concept of the boutique hotel 24 years ago, is chairman and chief executive officer of the Ian Schrager Company that owns, develops, manages and brands hotels, residential and mixed use projects. He has achieved international recognition for concepts that have revolutionized both the entertainment and hospitality industries, including Studio 54 nightclub, Miami's Delano Hotel and its cutting-edge spa, and the Gramercy Park Hotel in Manhattan, an extraordinary collaboration with artist Julian Schnabel. His latest venture is "*Edition*" a new hotel brand partnership with Marriott International.

For the second year in a row, leading executives from the spa, hospitality, travel, wellness, investment and fitness sectors will reconvene to chart the future of the booming global spa industry at the three-day gathering, to be held at the Waldorf=Astoria Hotel.

Another highlight of this year's Summit will be the presentation of the first-ever "Global Spa Economy" report, conducted by SRI International. The report will be the first major study to define the size and economic impact of the global spa industry. It is expected to play an important role in planning for future growth of the spa industry.

The Global Spa Summit will once again showcase presentations and panels led by leading industry investors, analysts, researchers, and executives. This year, in addition to spa industry reports on the latest developments in Asia Pacific, Europe, the Middle East and North America, there will be special presentations regarding the emerging markets of India, China, Russia, South Africa and South America. In all, the Summit will be attended by more than 200 delegates from around the world, including Switzerland, Japan, China, Sweden, Austria, Philippines, Indonesia, the Caribbean, Bali, Germany, U.K., Dubai, Thailand, Hong Kong, Canada, Mexico, and more.

The success of the inaugural Global Spa Summit in 2007 paved the way for this year's expanded Summit. 150 delegates from twenty-four countries attended, and Founder of Revolution, LLC and former CEO and Chairman of AOL, Steve Case and Canyon Ranch President, Kevin Kelly, each delivered keynote addresses.

Leading education institutions specializing in hospitality and spa management will also be playing a larger role in the 2008 Global Spa Summit, including the prestigious Lausanne Hotel School, Cornell University and The University of California, Irvine. All three will send top administrators and student delegations to the Summit.

"Similar to events like the World Economic Forum in Davos, Switzerland, our goal is to facilitate breakthroughs that come from close interaction among thought leaders," said SpaFinder CEO Pete Ellis,

one of the GSS Board Members. “Davos is the perfect model for the Global Spa Summit, in that we foster a healthy exchange of ideas among leaders in the global spa industry and ensure that the rapid growth we’re experiencing doesn’t impede innovation or create fragmentation.”

Social and networking events will round out the agenda, beginning with an opening night gala followed by an exclusive “New York dine-around” on the second night. Guests will also be invited to unwind at the highly anticipated flagship Guerlain Spa at the Waldorf-Astoria, opening in early May.

Following the Davos model, interactive sessions and workshops at the Global Spa Summit will be open to delegates only, although a series of events are open to the press, including the Ian Schrager keynote address, presentation of the “Global Spa Economy” report, as well as a press conference and lunch.

New to the event this year is the addition of spa industry sponsors, including TechnoGym, Pevonia International, CNL Income Company, and Sodashi. Other sponsors include: Fairmont Raffles Hotels International, Raison d’Etre, SpaFinder, Spatality, and Steiner Leisure.

#### ***About Global Spa Summit***

Global Spa Summit is an international organization dedicated to bringing together leaders and visionaries to shape the future of the global spa and wellness industry. Founded in 2005, the organization will host the second-ever Global Spa Summit in New York City in May 2008, where top industry executives will gather to exchange ideas and advance industry goals, such as establishing a common language and understanding across regions and continents and creating uniform performance benchmarks for spas worldwide. Global Spa Summit is underwritten by Spa Finder, Inc., the world's leading spa marketing and media company, in collaboration with a team of international advisors, including principles from Raison d'Etire, Sweden, RMIT University, Australia, Spa Strategy, Inc., USA, Mandarin Oriental Hotel Group, Hong Kong, Mandara Spa Asia, Bali, Fairmont Raffles Hotels International Inc., Canada, Bodhi Dharma Group and, Spatality Inc., Thailand, Cornell University, USA and the Wuttke Group, USA. For more information, visit [www.globalspasummit.org](http://www.globalspasummit.org).