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## **2008 GLOBAL SPA SUMMIT INVITES SPA INDUSTRY TO TAKE PART**

### **IN FIRST-EVER 'GLOBAL SPA ECONOMY' REPORT**

*Most Comprehensive Spa Industry Research Ever  
to be Unveiled at 2008 Global Spa Summit*

<http://www.globalspasummit.org/>  
<http://www.professionalmetrics.com/spas.html>

New York, NY (March 13, 2008) – The 2008 Global Spa Summit today invited the global spa community and all spa-related companies to participate in the most comprehensive assessment ever of the global spa industry's size and economic impact. This study is being conducted by SRI International, a worldwide independent research firm, originally founded as the Stanford Research Institute.

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.

“The spa industry is growing at a breakneck pace, but the diversity and scope that make the industry so vibrant have also always made it difficult to quantify its exact size and financial strength,” said SpaFinder CEO Pete Ellis, who is also serving as the chairman of the board for the Global Spa Summit. “This survey provides an exciting opportunity for our whole community – from investors to real estate companies to the spas themselves – to finally show decision-makers just how big we are, and how important we are to the global economy.”

Ellis said the survey results will be a major component of the first-ever Global Spa Economy report, to be presented at the 2nd annual Global Spa Summit taking place in New York City this May 18–20. The highly-anticipated Global Spa Economy report is expected to play an important role in guiding the future growth of the spa industry, he added.

The survey is open to the entire spa lifestyle industry, which has been broken down into three categories: core industries (education, consulting, products, media, capital investment, and associations and events), enabled industries (hospitality and tourism, real estate), and associated industries (beauty and beauty products, fitness and fitness products, beauty and wellness medicine, and healthy foods and nutrition).

Spa industry members can participate in the survey by visiting the following link: <http://www.professionalmetrics.com/spas.html>. Ellis noted that individual responses to the survey, which is being conducted by SRI International, will be kept confidential, and all respondents will be sent a summary of the Global Spa Economy report via email. The deadline for participation is March 31, 2008.

#### ***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 2006, 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'Etre, 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. This year's Summit is being sponsored by Technogym, Pevonia Botanica, CNL Income Company, LLC, Fairmont Raffles Hotels International, Mandarin Oriental Hotel Group, Raison d'Etire, SpaFinder, Inc, Spatality, Steiner Leisure and Sodashi. For more information, visit [www.globalspasummit.org](http://www.globalspasummit.org).