



## **2009 Global Spa Summit To Unite Global Spa Leaders And Visionaries in Switzerland**

*3<sup>rd</sup> Annual Meeting, Held For First Time In Europe, Will Unveil Latest  
Research And Tackle Global Economic, Labor, and Medical Tourism Issues*

**New York, NY – January 27, 2009** – The Global Spa Summit (GSS), an annual conference that gathers top spa industry executives from all over the world, will be held May 17-19, 2009 under the theme of “The Power of Collaboration.” The setting will be the award-winning Victoria-Jungfrau Grand Hotel & Spa in Interlaken – a place reminiscent of the World Economic Forum’s Annual Meeting in Davos, Switzerland. Just as in years past, the 2009 Summit is likely to be a sold-out endeavor, with an expected 40 countries represented in this year’s delegation.

“With core spa industry revenues topping \$60 billion, and another \$194 billion in spa-related hospitality, tourism, and real estate, plus over 1.2 million workers worldwide, our industry is a key contributor not only to global economic health but, of course, to global consumer health and wellness more generally,” said Pete Ellis, Chairman of the Global Spa Summit Board of Directors. “The GSS is the only place where the top trend-setters in spa, wellness, and related industries come together to exchange ideas, share knowledge, and advance industry goals. This year should prove the best ever.”

The 2009 GSS will feature, among other research, the release of a new proprietary “Spa Impact on Hotel Revenue” study, conducted for the Summit by the École hôtelière de Lausanne and Cornell University’s School of Hotel Administration with support by Smith Travel Research and SpaFinder Research. This in-depth report will be made available to delegates who attend the Summit as a part of their registration. Research has been a hallmark of GSS from its inception in 2007; last year’s landmark “Global Spa Economy Research” report provided the first-ever snapshot of the scope of the international spa industry.

The Global Spa Summit has quickly emerged as the premier event for spa industry leaders. In fact, it has been called “nothing short of a phenomenon” by Deborah Szekely, founder of the renowned Golden Door & Rancho La Puerta destination spas. The 2008 GSS included more than 220 industry leaders from all continents, and featured keynote speeches from hotelier Ian Schrager and Dr. Richard Carmona, 17th Surgeon General of the United States and Vice Chairman of Canyon Ranch. Steve Case, founder of AOL and Revolution, LLC, joined the delegation in 2007 as the keynote presenter.

A variety of interactive sessions are planned for the 2009 Summit agenda, including panel-led discussions, general sessions, small group breakout sessions and hosted dining conversations. Top issues on this year's agenda include the impact and opportunities presented by the turbulent global economic climate, and the relationship between spa and medicine, particularly the implications of the continued rise of medical tourism. The Summit will further address issues such as benchmarking practices, eco-friendly initiatives and what impact the current economic crisis is having on what was previously an international skilled labor shortage – all top concerns identified in the past. New to the agenda for 2009 are optional pre- and post-Summit opportunities, including events at the famous École hôtelière de Lausanne, as well as visits to well-known Swiss hotels, spas and medical facilities such as the Dolder Grand Resort in Zurich and Clinique La Prairie in Montreux.

The Global Spa Summit, dedicated to the advancement of the spa and wellness industry on a worldwide basis, is led by a Board of Directors comprised of leading executives, entrepreneurs, and educators from across the spa industry.

TechnoGym returns this year as Platinum Sponsor of the Summit. Other sponsors include ESPA International, Murad® Professional, Swiss International Air Lines, Ltd., the École hôtelière de Lausanne, Clinique La Prairie, the Dolder Grand Resort, Forever Laser Institut, Hotel Metropole Interlaken, and the Victoria-Jungfrau Grand Hotel & Spa.

**REGISTRATION:**

Delegate registration is now open at <http://www.globalspasummit.org>.

**LEARN MORE:**

To learn more about Global Spa Summit -- or to speak with Global Spa Summit Chairman Pete Ellis, contact: Betsy Isroelit @ RBI, (213) 300-0108, [betsy@rbicom.com](mailto:betsy@rbicom.com).

**About Global Spa Summit**

The Global Spa Summit is an annual event that attracts top-level business executives from all over the world with interest in the spa and wellness industry. Representatives from diverse sectors including hospitality, investment, finance, real estate, medical, manufacturing, technology, consulting, product and other related industries attend this intimate, high-level gathering focused on moving the spa and wellness sector forward. With sold out attendance in both 2007 and 2008, the Global Spa Summit delegation represented 29 different countries from all continents.