



Intelligent Spas Selected to Provide Global Spa Benchmark Report for 2009 Global Spa Summit

New York, NY – April 14, 2009 -- The Global Spa Summit (GSS), an annual conference that gathers top spa and wellness industry executives from all over the world, has chosen the independent research company Intelligent Spas as the Premier Research Partner for the 3rd annual Global Spa Summit to be held in May. They will assemble the first *Global Spa Benchmark Report* featuring comparable key performance indicators for major spa and wellness markets across the world.

This comprehensive statistical report will be given to the GSS's attending delegates and include vital spa statistics covering revenue, expenses, visitors and employees, in addition to important benchmark ratios such as average treatment spend, treatment room occupancy, therapist productivity, and hotel/resort guest capture rates. Comparable global, regional, and country-level benchmarks will be presented to illustrate differences in performance levels by market.

Intelligent Spas will develop this custom report based on research collected during its *Global Spa Benchmark Program*, which is currently underway in over 60 countries. To participate in this free program, spa owners are encouraged to register at www.IntelligentSpas.com and submit their own data.

"This in-depth study by Intelligent Spas will provide delegates with a first look at the most reliable, up-to-date benchmarks available on the global spa and wellness industry," stated Pete Ellis, Chairman of the Global Spa Summit Board of Directors. "As day, hotel and medical spa owners and managers navigate through these uncertain economic times, this perspective will help them see the big picture and adjust prices and services to manage their properties successfully."

Intelligent Spas holds the largest collection of global spa industry intelligence in the world after conducting comprehensive spa research over the last eight years.

A full agenda for the Global Spa Summit is available at:
<http://www.globalspasummit.org/agenda.php>

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.

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.

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 has included experts from dozens of countries and all continents.