

# Global Spa Summit

Anonymous Audience Polling

May 18, 2009

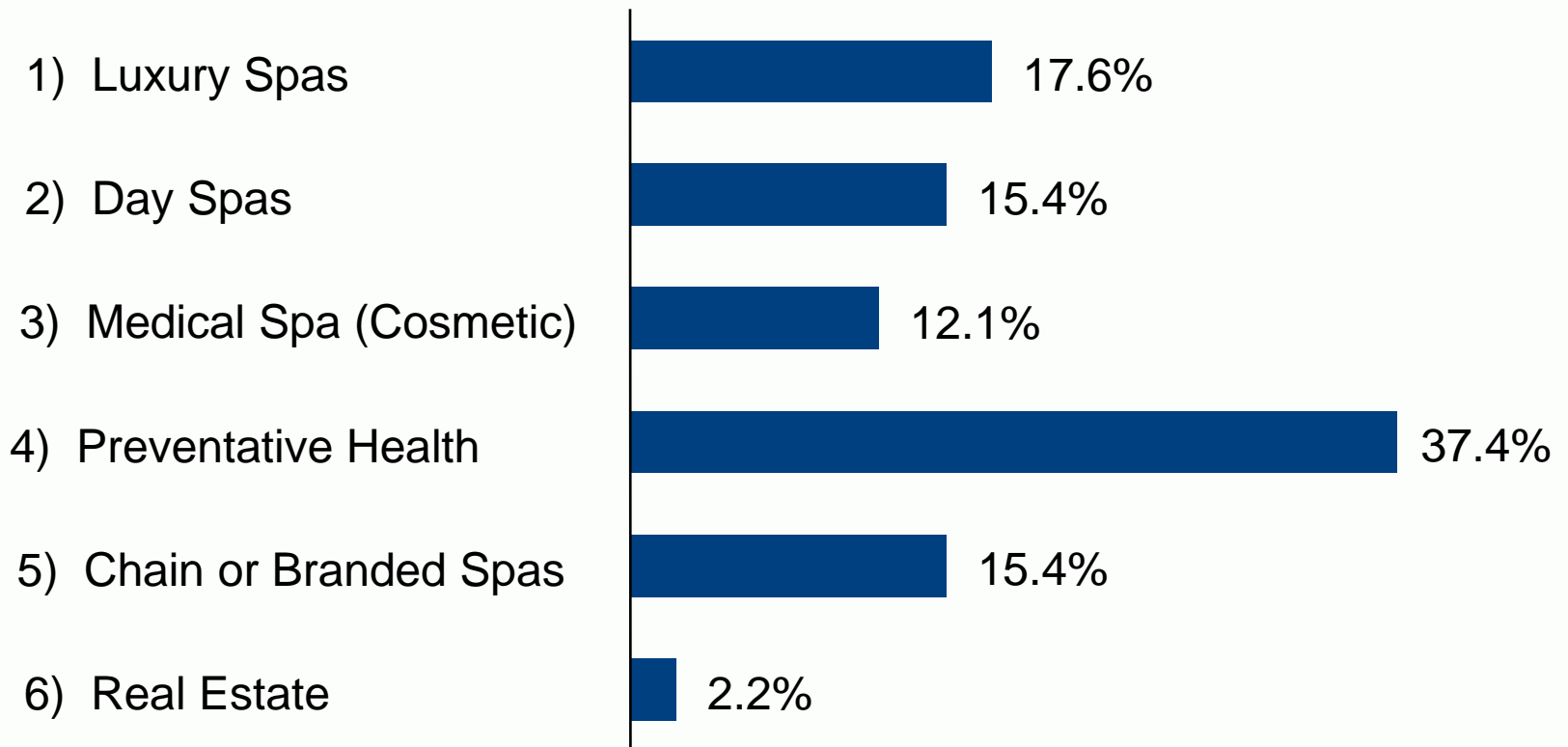
Questions Regarding Revenues, Challenges,  
Opportunities, and Predictions

2009 vs 2008

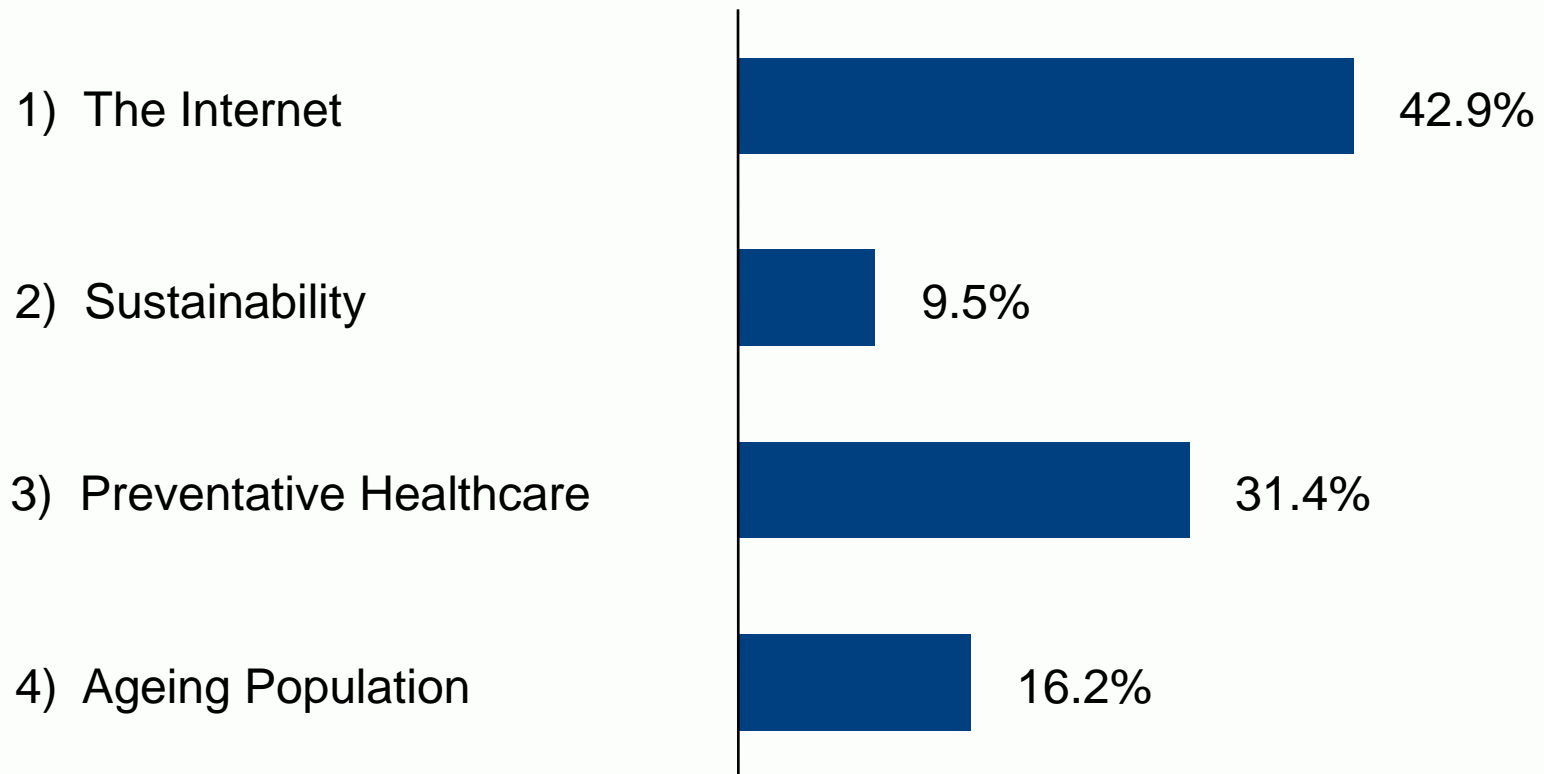


# Session 2

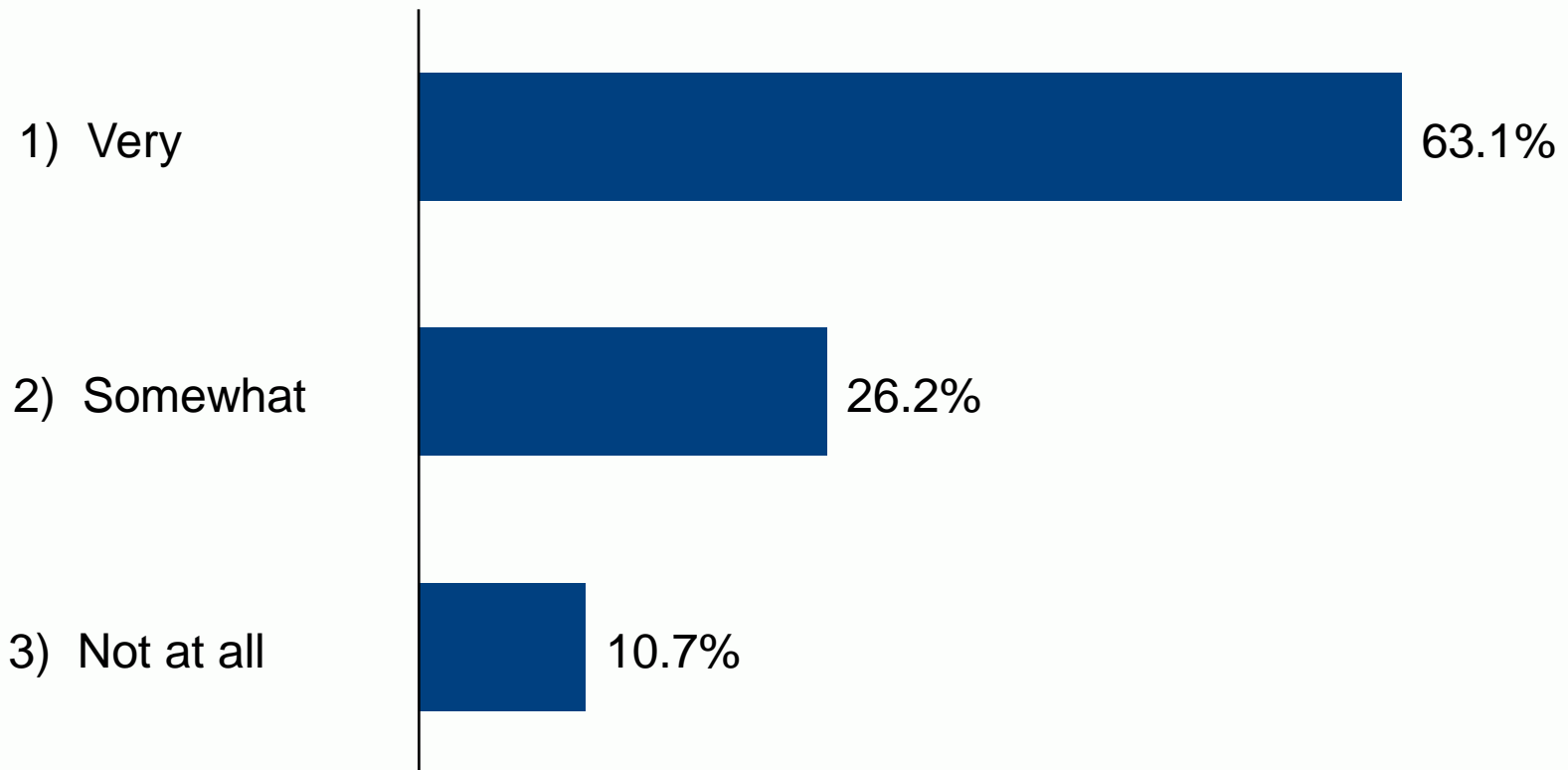
Which segments of the spa and wellness industry do you think holds the biggest opportunity for expanding your business?



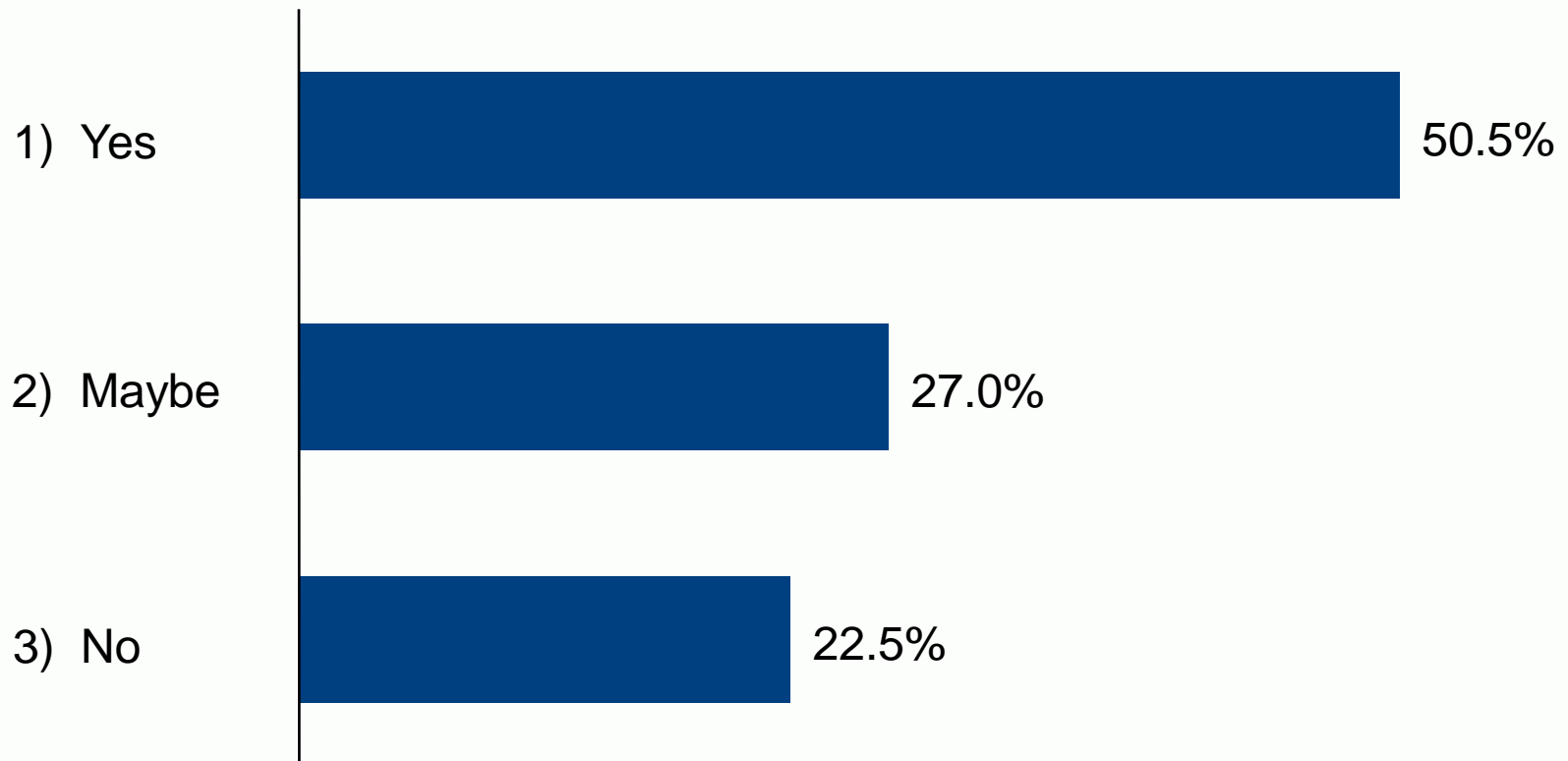
Which item will have the most influence  
on your business moving forward?



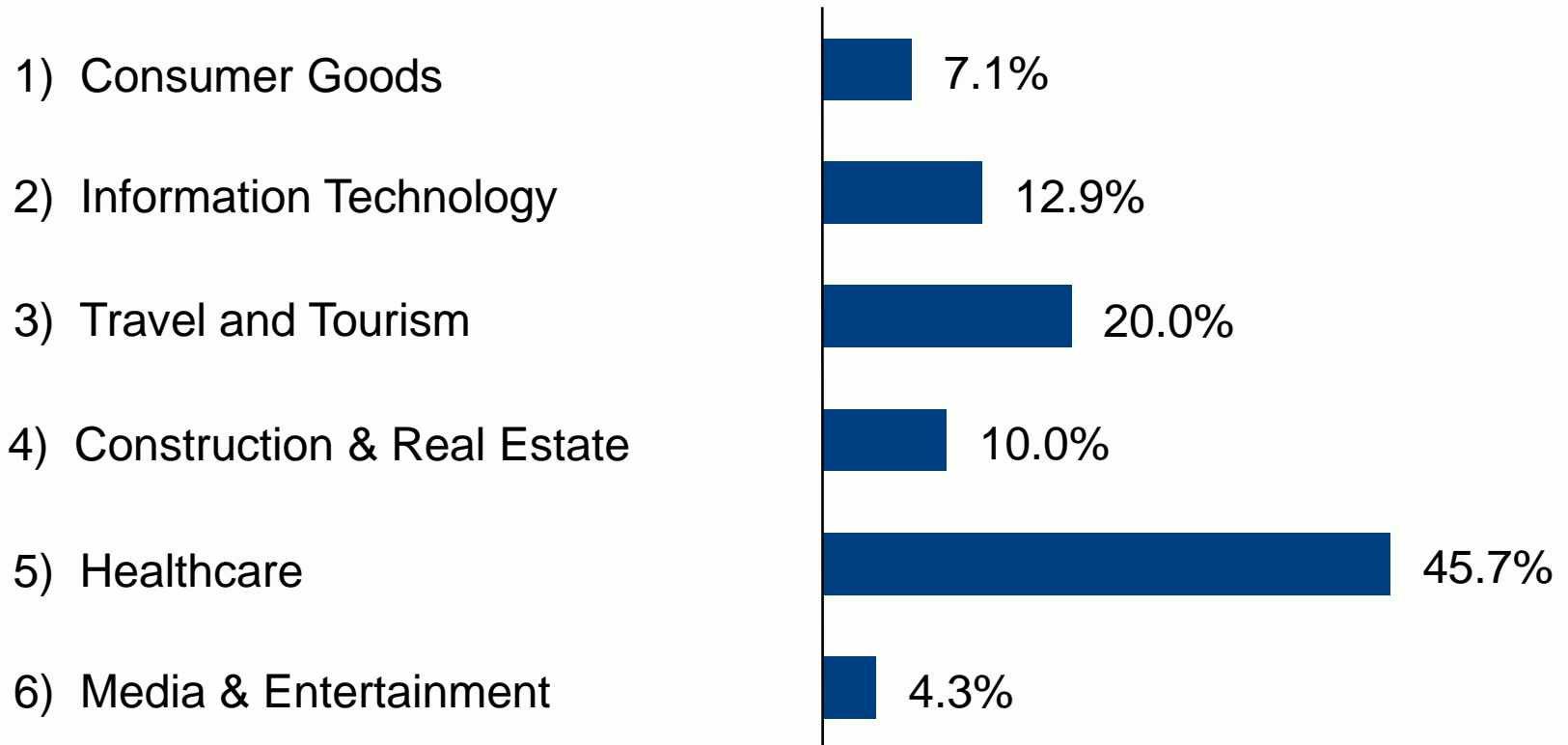
How critical to your business are both informal and formal partnerships with other businesses and industries?



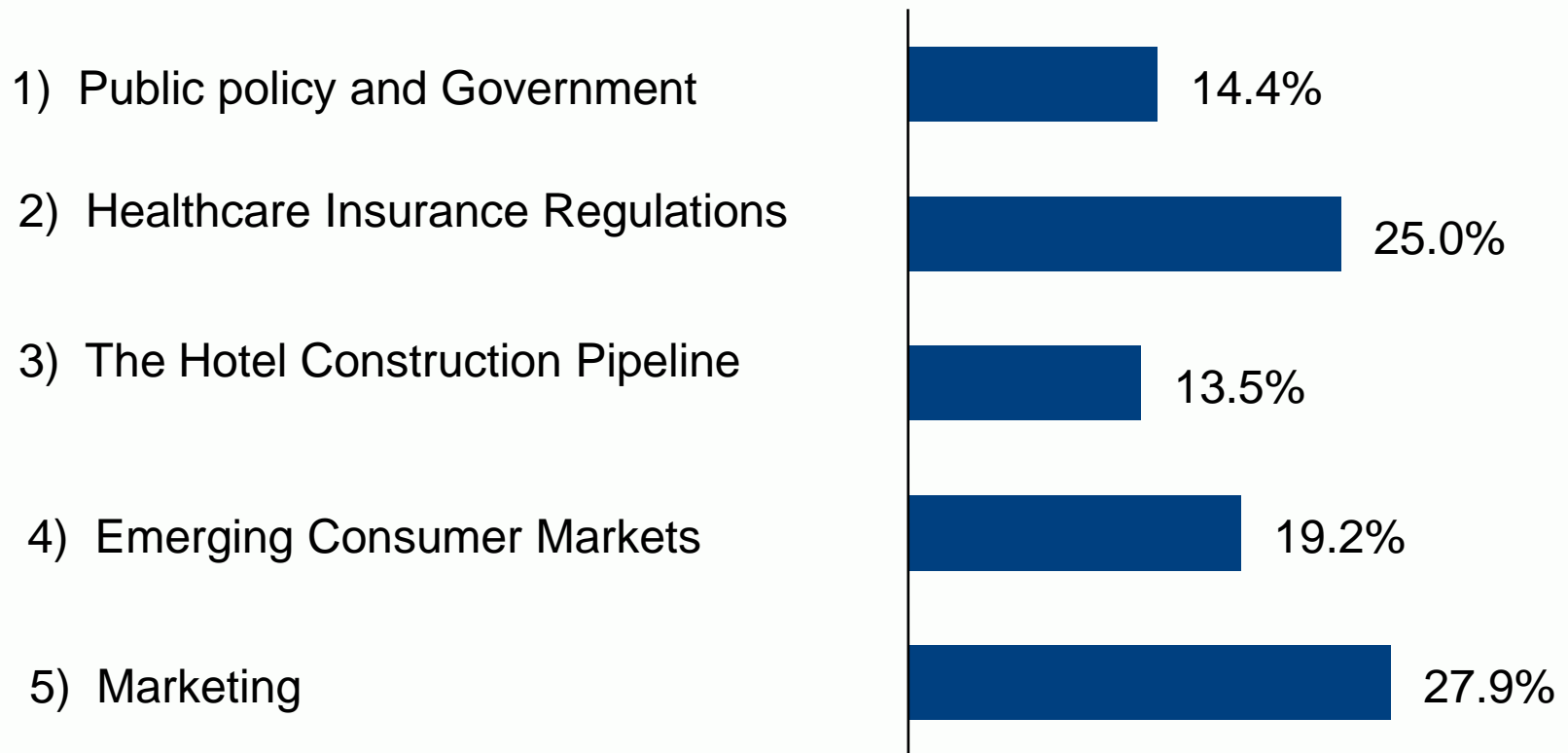
Would you consider merging with one of your competitors in order to expand your business?



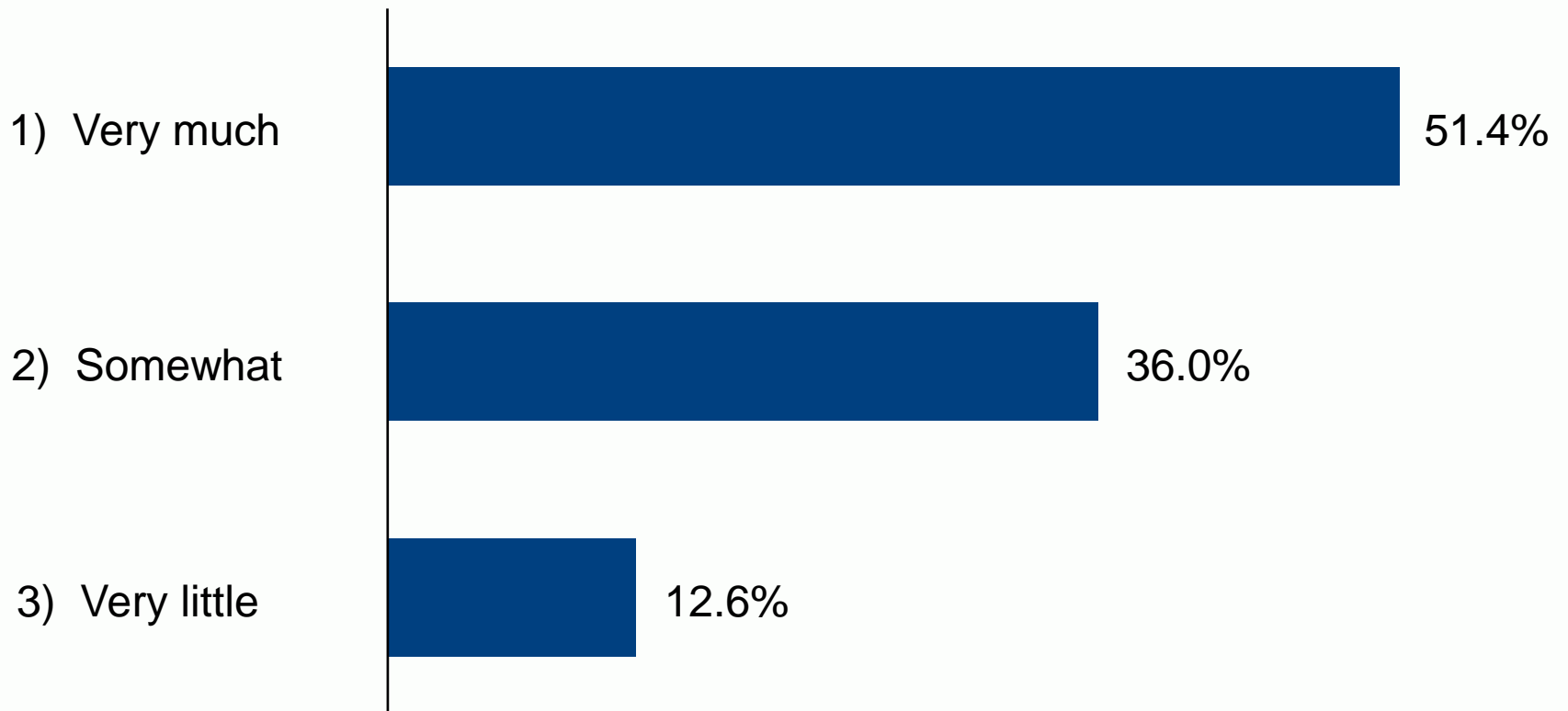
With which industry would you be most interested in collaborating?



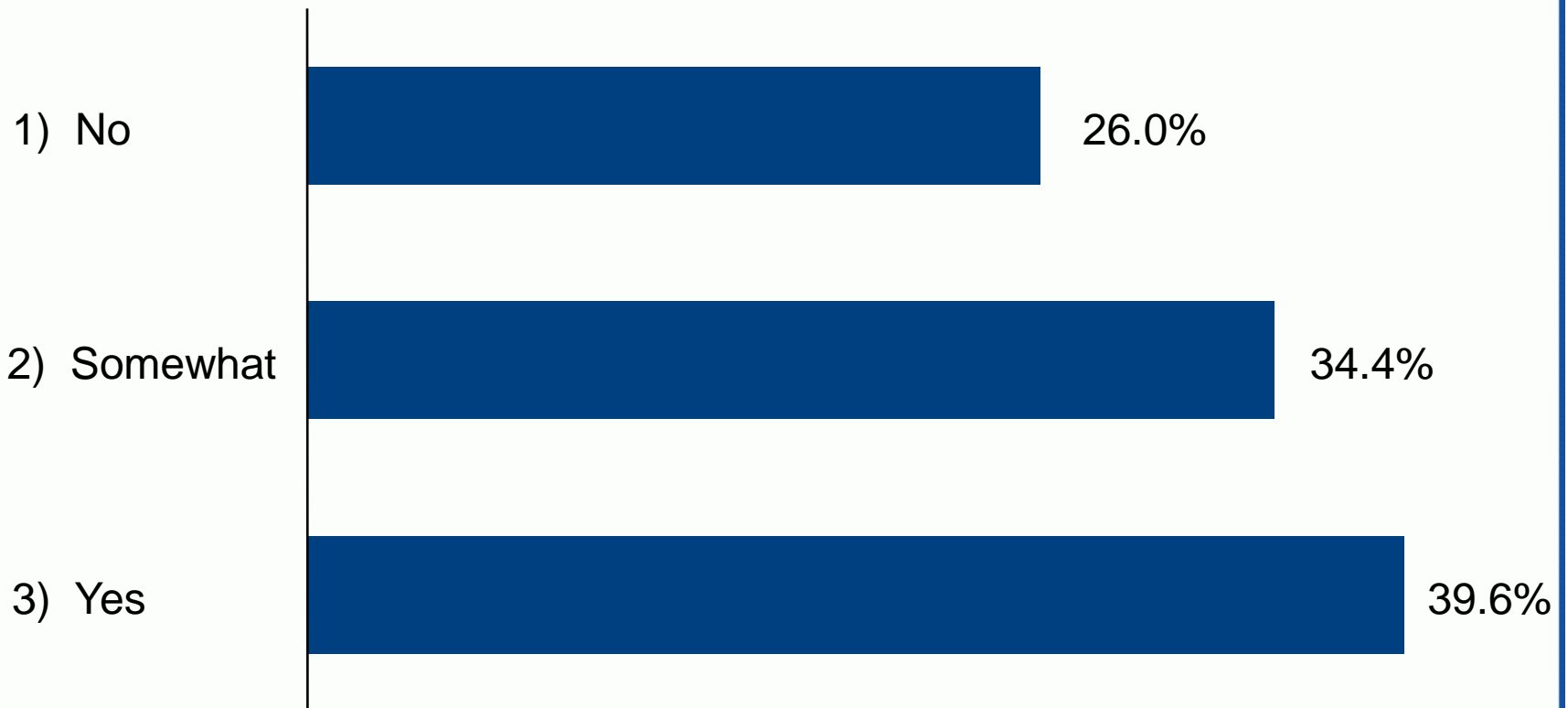
Which factor will be most critical to the expansion and profitability of the spa and wellness industry?



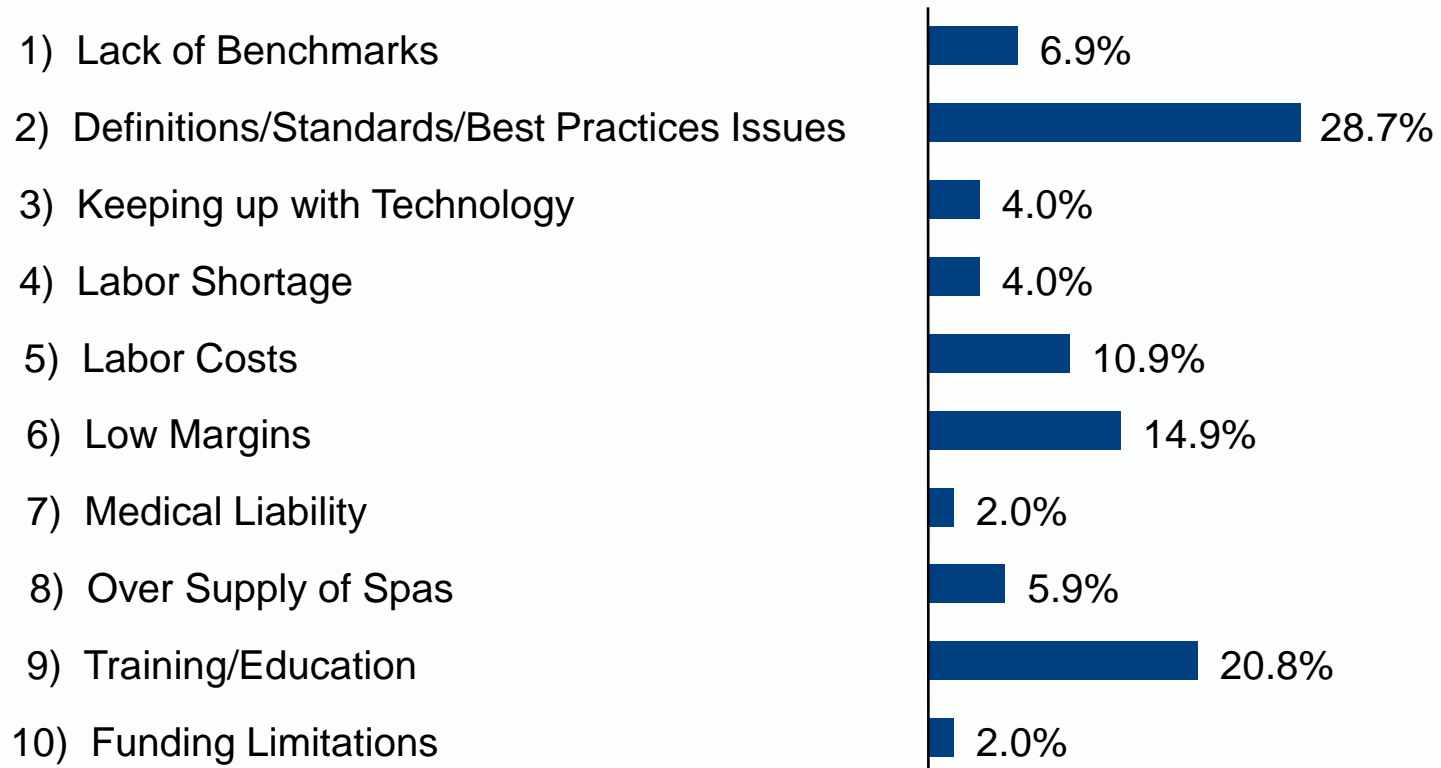
How much influence will Sustainability and Environmental Responsibility have on your organization?



Has the current economic climate improved the labor shortage in the global spa industry?

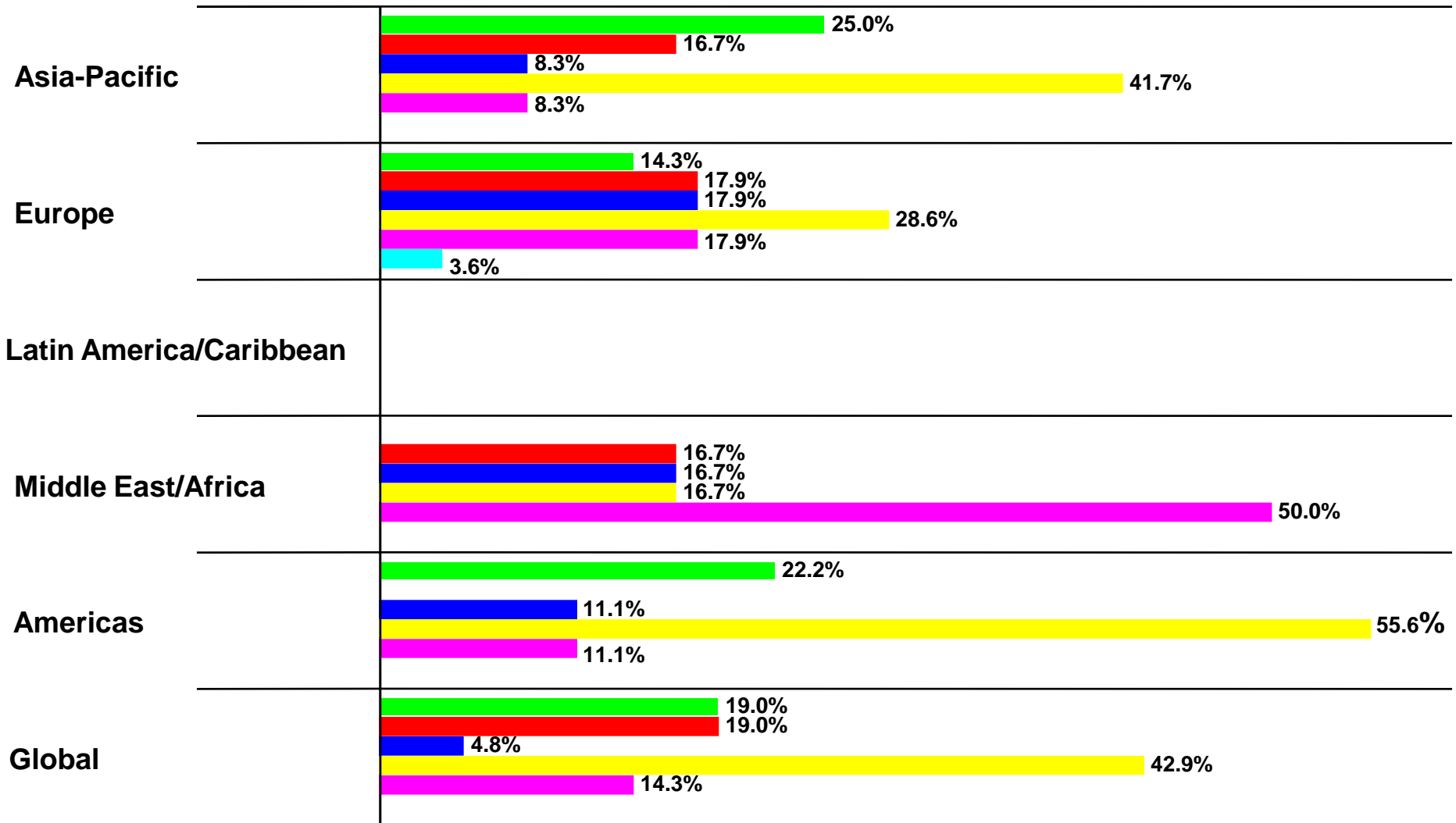


What do you consider to be the #1 problem facing the global spa industry today?



# Session 2 Cross Charts

## Which segments of the spa and wellness industry do you think holds the biggest opportunity for expanding your business?



■ Luxury Spas

■ Day Spas

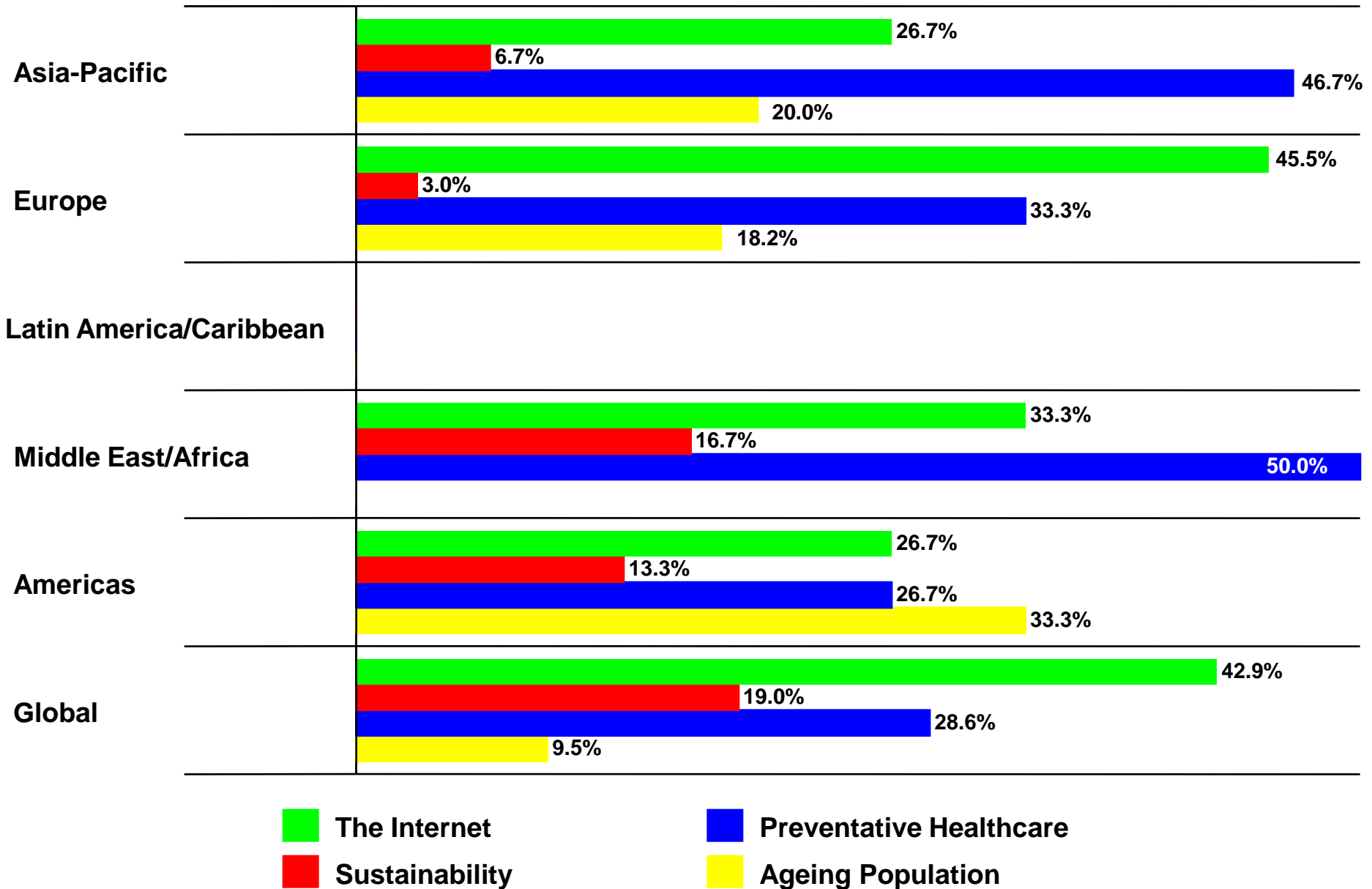
■ Medical Spa (Cosmetic)

■ Preventative Health

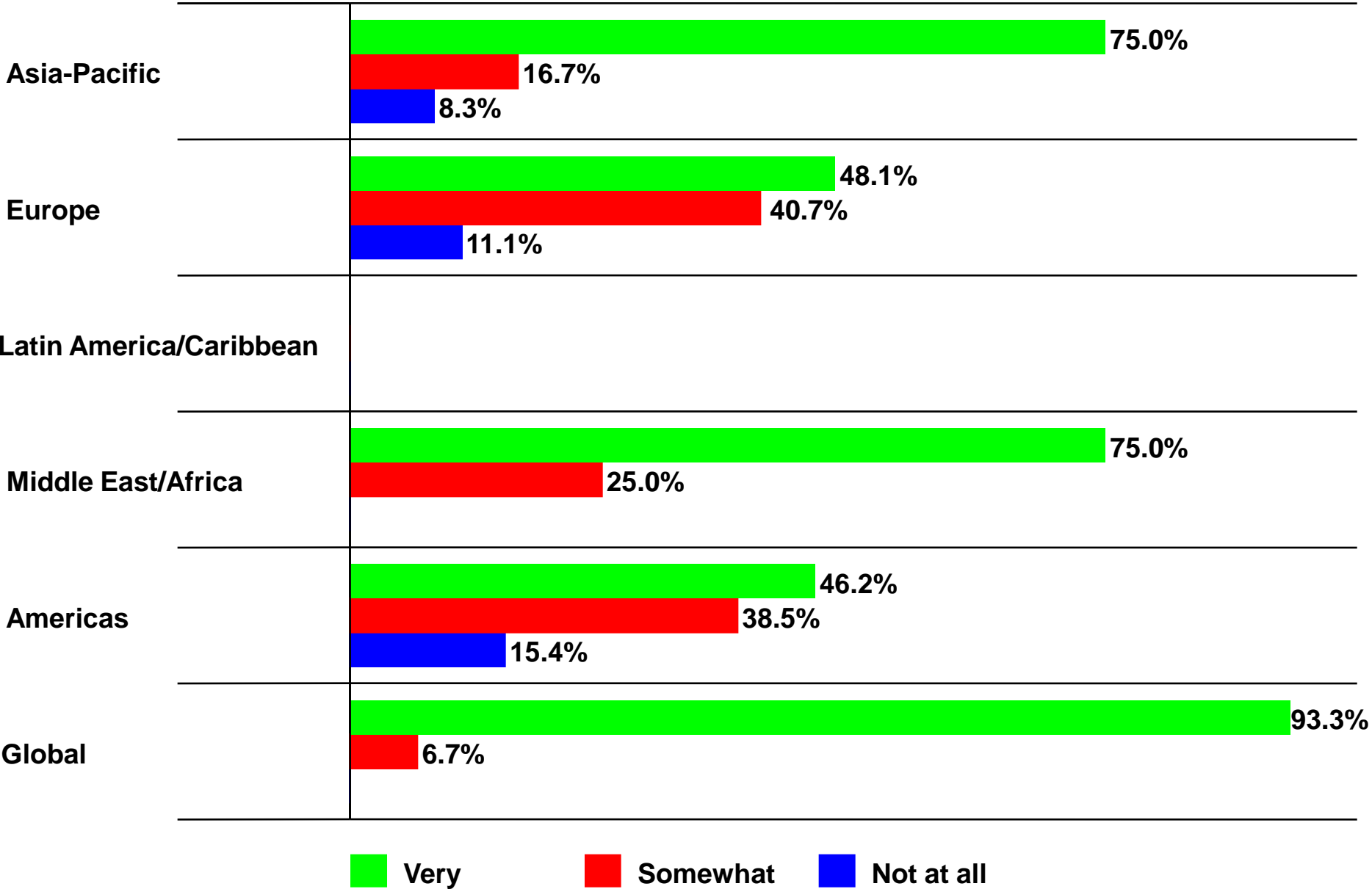
■ Chain or Branded Spas

■ Real Estate

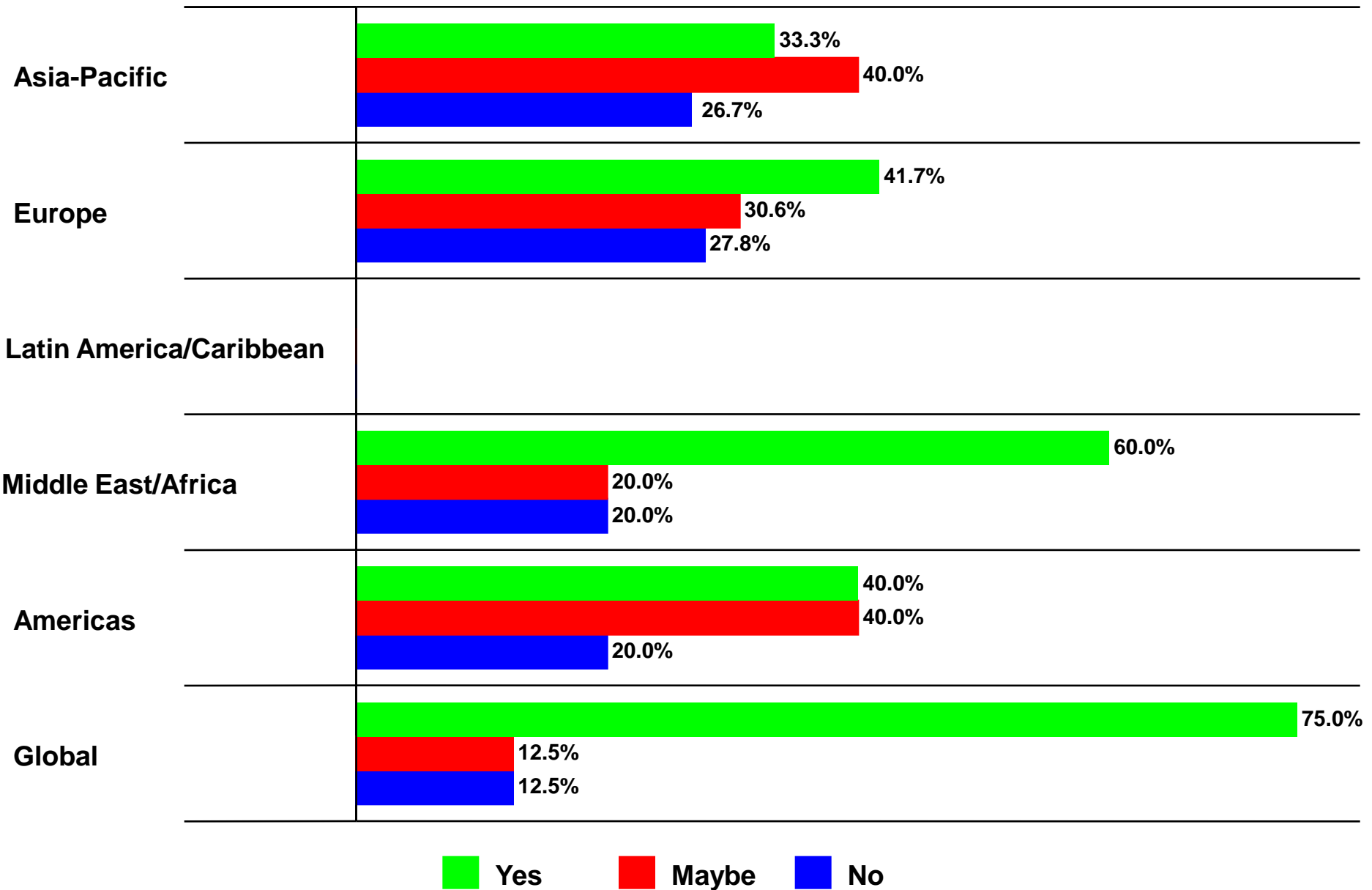
# Which item will have the most influence on your business moving forward?



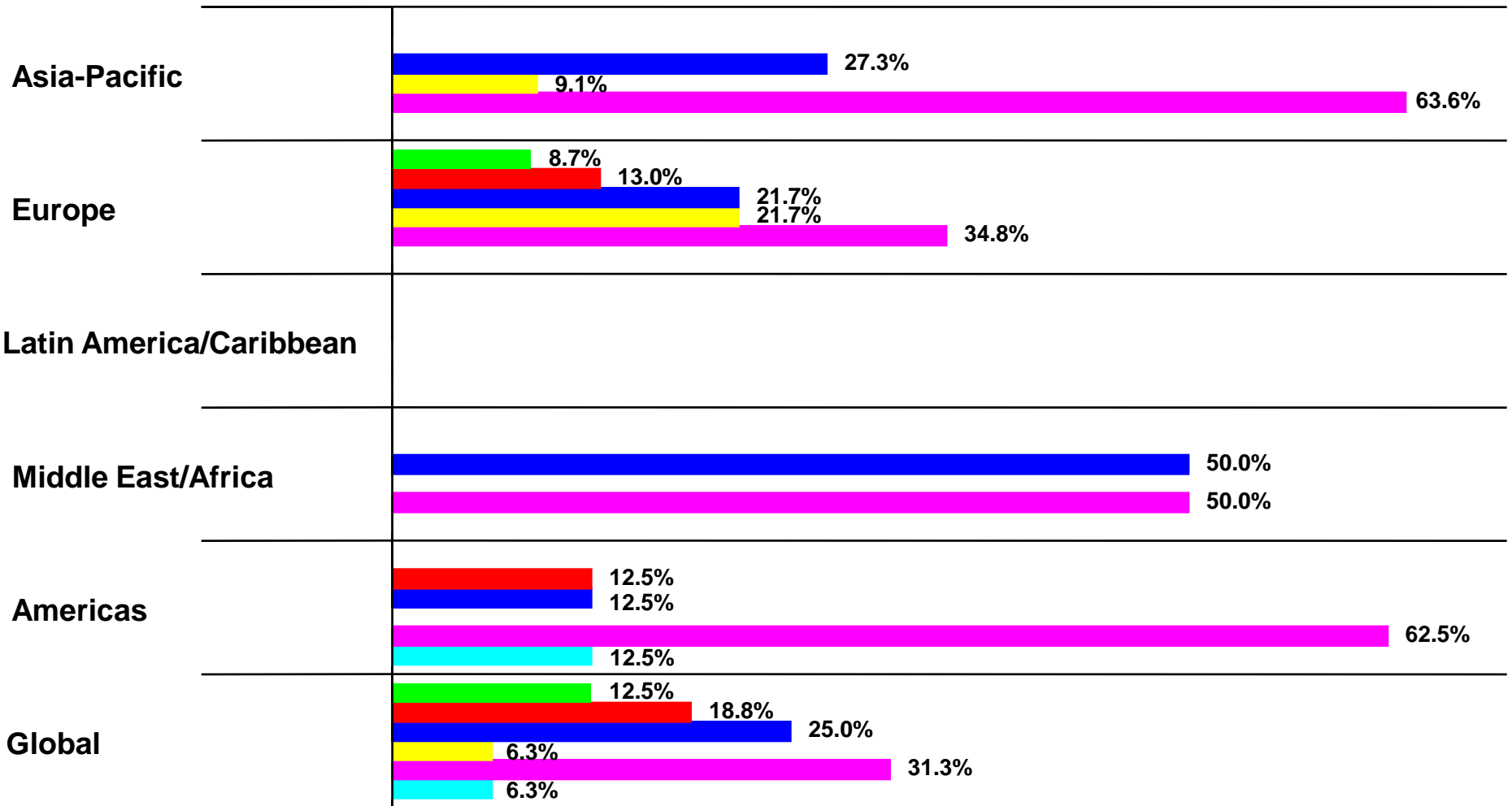
**How critical to your business are both informal and formal partnerships with other businesses and industries?**



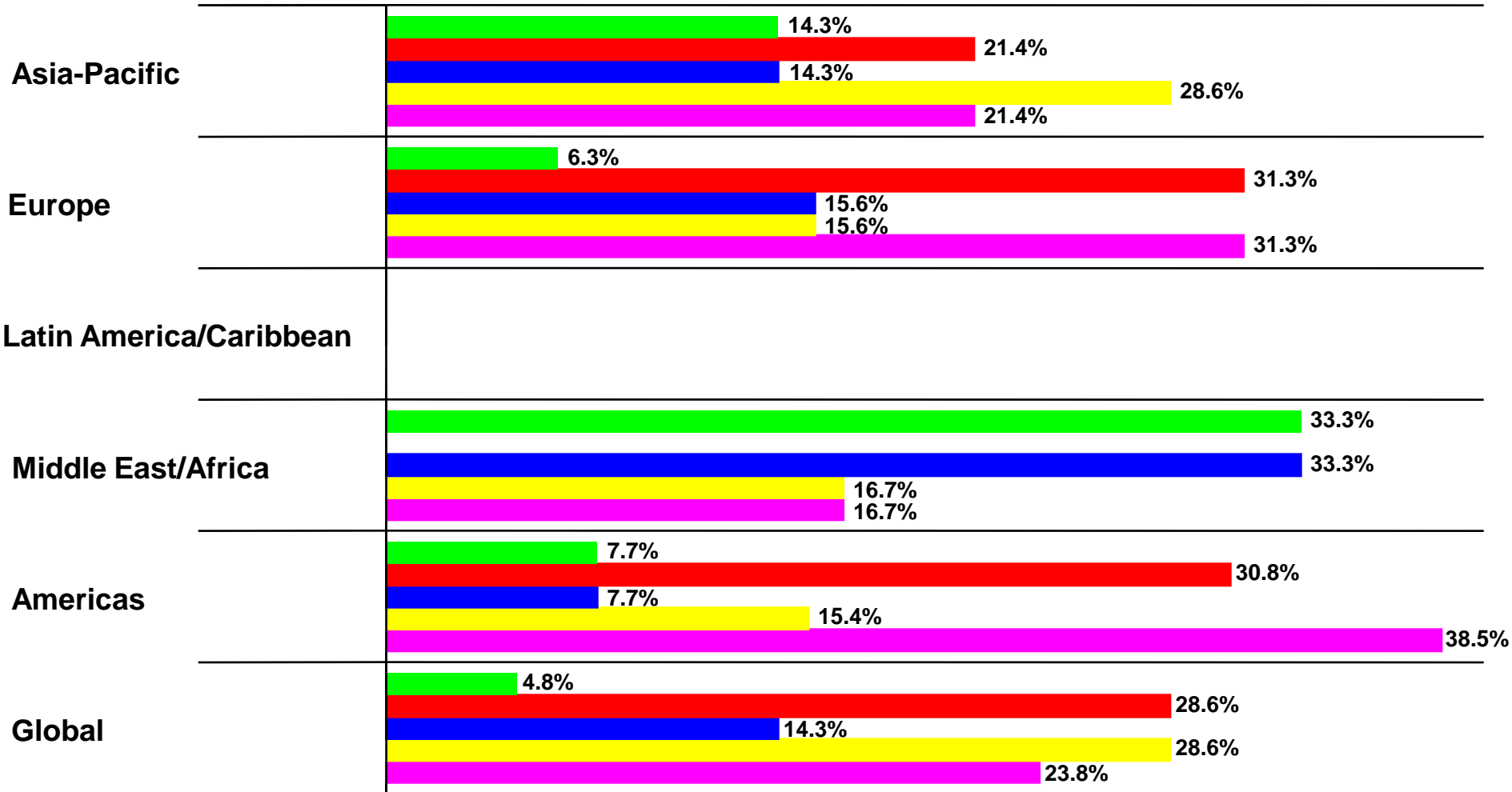
# Would you consider merging with one of your competitors in order to expand your business?



## With which industry would you be most interested in collaborating?

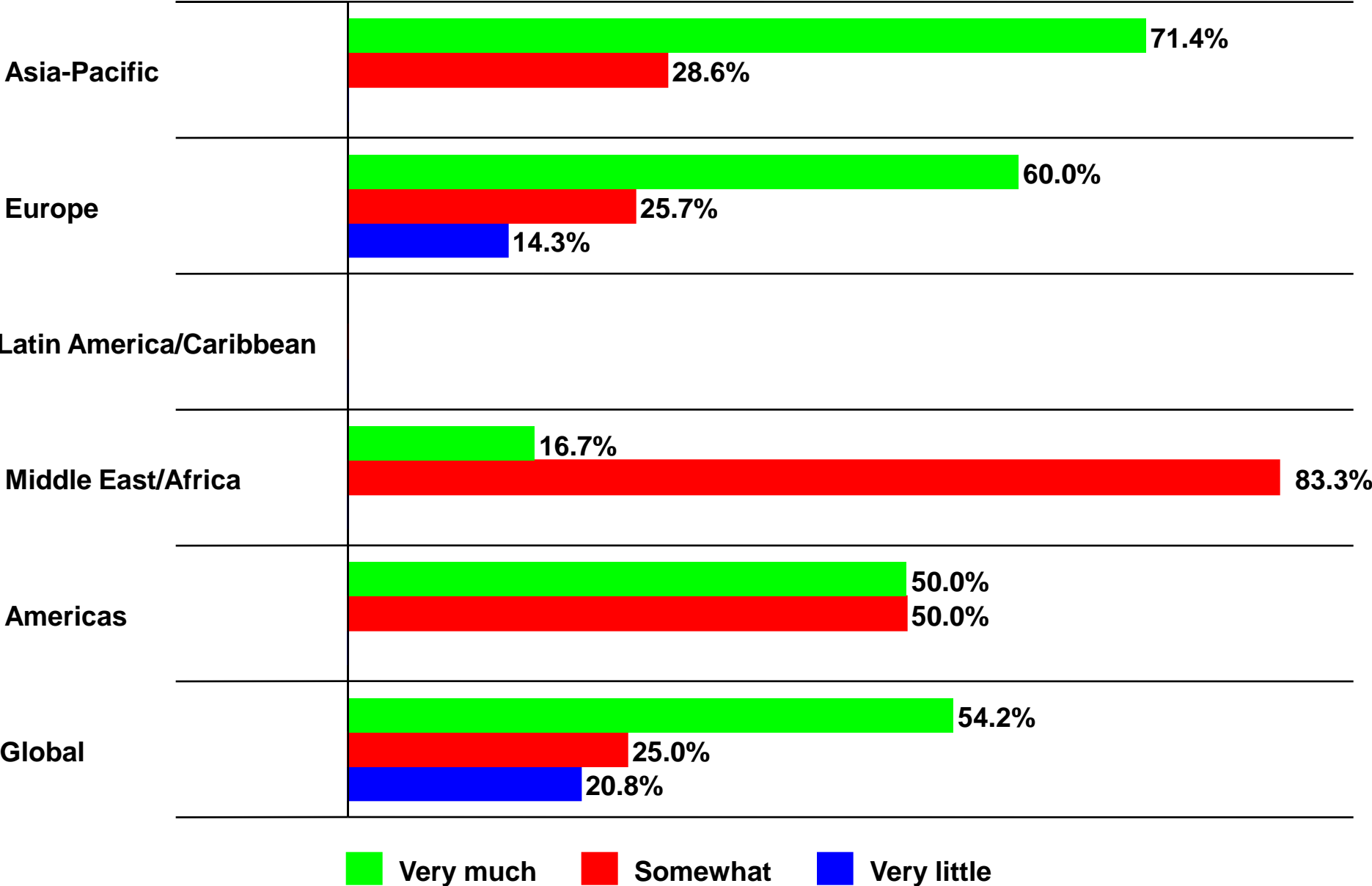


# Which factor will be most critical to the expansion and profitability of the spa and wellness industry?

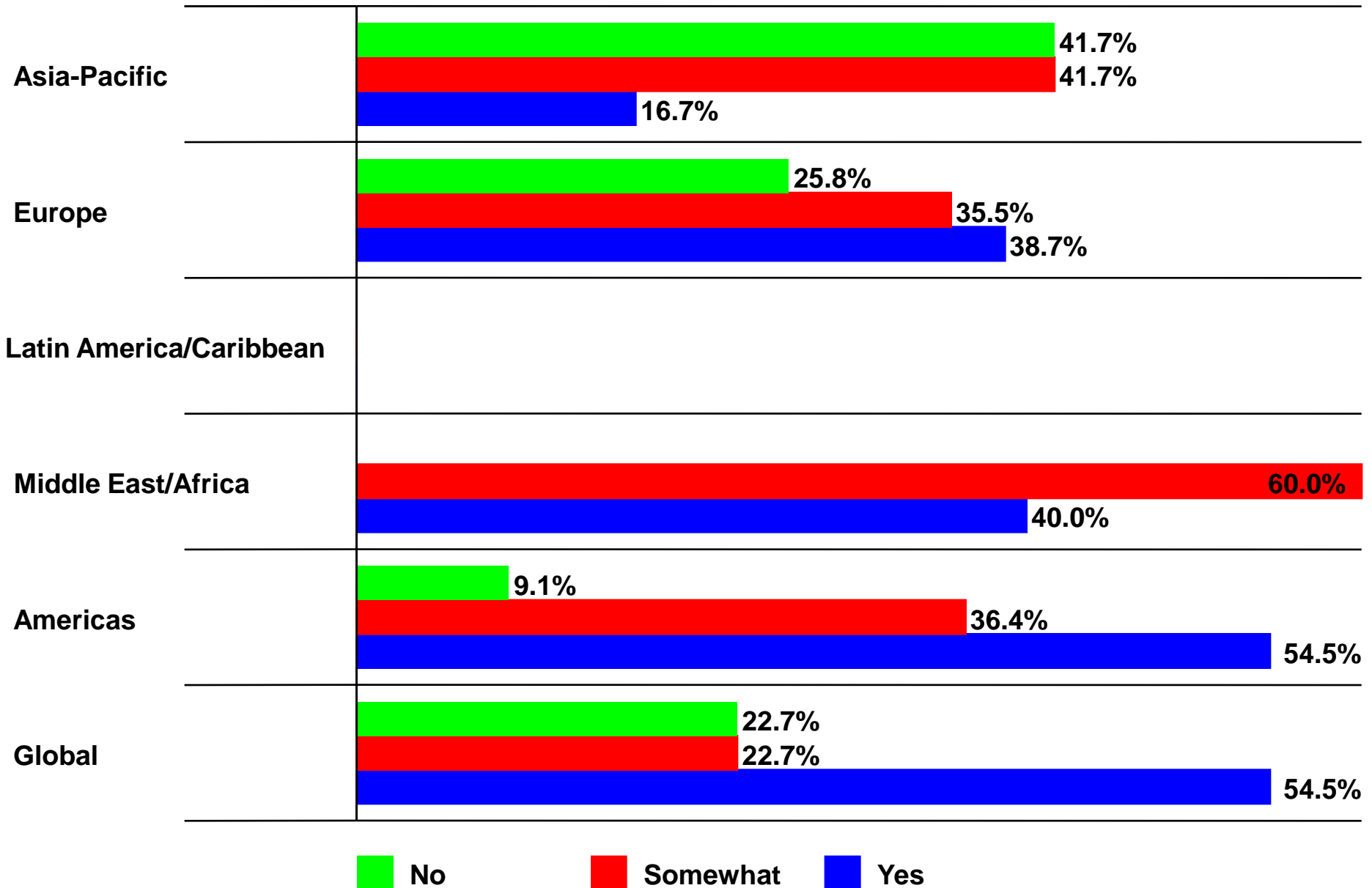


- Public policy and Government
- Emerging Consumer Markets
- Healthcare Insurance Regulations
- Marketing
- The Hotel Construction Pipeline

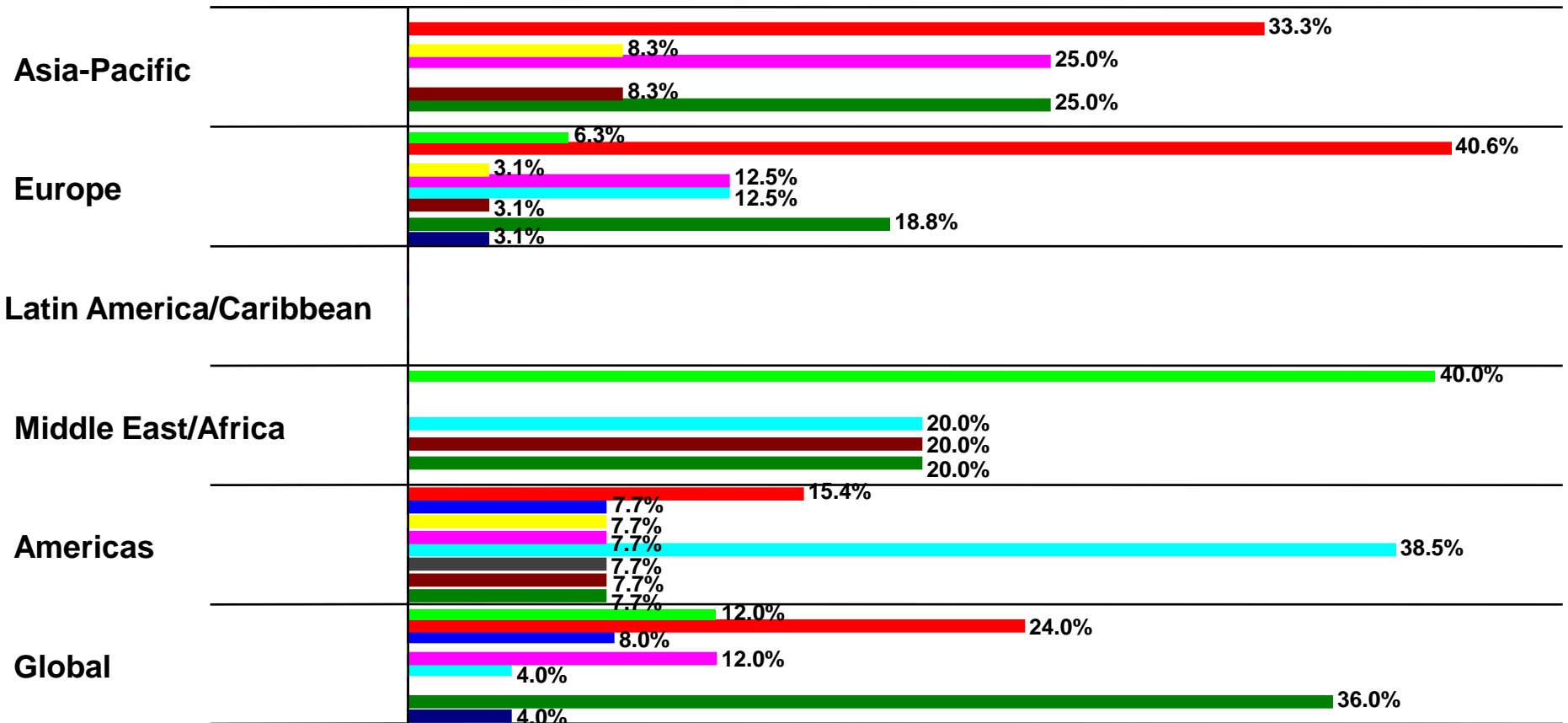
**How much influence will Sustainability and Environmental Responsibility have on your organization?**



Has the current economic climate improved the labor shortage in the global spa industry?



## What do you consider to be the #1 problem facing the global spa industry today?



- Lack of Benchmarks
- Definitions/Standards/Best Practices Issues
- Keeping up with Technology
- Training/Education
- Labor Shortage
- Low Margins
- Labor Costs
- Over Supply of Spas
- Medical Liability
- Funding Limitations