



For Immediate Release:

## Julie Garrow Awarded Distinguished Industry Leader

Singapore, 30 March 2010 – Julie Garrow, managing director of Intelligent Spas, was nominated by industry peers as “Distinguished Industry Leader” in The Crystal Awards® Asia Pacific 2009. This category acknowledges and rewards an individual who has made a positive contribution to the spa industry and is based on the following criteria:



- Stands for excellence and quality in all that she does.
- Represents the industry and leads with integrity and passion.
- Inspires others to participate in raising industry standards.
- Shares information and knowledge freely.
- Values and appreciates other viewpoints and aims for industry cooperation.
- Instigates positive change via their contribution.
- Reaches out beyond their job function to support others in their organisation or the broader industry.
- Is considered an expert in their chosen field.

“I am thrilled to receive this prestigious award and wish to thank the industry members who selected me. I want to recognise the spa operators who have participated in Intelligent Spas’ Benchmark Program since 2001 as without their support of reliable spa industry statistics, our research would not be possible. Thanks also to G.R.A.S. for hosting The Crystal Awards® to promote standards in this important spa industry.” stated Julie Garrow, Managing Director of Intelligent Spas ([www.IntelligentSpas.com](http://www.IntelligentSpas.com)).



Also, without the invaluable support from Stu and the dedication of our Research Centre Team, I would not have been able to achieve my goal of providing the highest quality research for the spa industry, so I really appreciate their collaboration. I am delighted our Global Spa Benchmark Program is so strongly supported, which enables us to produce the critical benchmarks spa industry players need to monitor their performance and make informed business decisions.”

Michael Loh, Chairman of The Crystal Awards® added “we are honoured to present the “Distinguished Industry Leader” award to Julie Garrow. Her inspiring contribution has been exemplary in identifying the industry’s benchmarks and relentlessly pursuing through eight years over 80 countries. We together with the industry peers congratulate her on the award and her recognition for making a significant and positive difference within the industry. The Crystal Awards® is a benchmarking seal for industry quality and excellence. It is important to have industry awards for industry recognition and to set a benchmarking

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standard for others. I believe that this recognition would keep everyone trying harder and allow those who aspire to be the best to know where to look.”



#### About Julie Garrow

Australian-born Julie Garrow is the Founder and Managing Director of Intelligent Spas. Graduating with a Bachelor of Business specialising in Tourism, Management and Marketing, Julie draws on almost twenty years' research experience from both industry and consulting perspectives.

Hospitality, tourism and leisure consulting experience was gained with global advisory firms including PricewaterhouseCoopers in Singapore and KPMG in Melbourne, Australia. Client projects conducted across the greater Asia Pacific region included market research, industry surveys, feasibility studies, business plans, technology strategies, process mapping, as well as branding and marketing strategies.

Julie also acquired valuable hotel industry experience as Market Analyst and Market Information Manager for a regional hotel group based in Sydney, formerly known as Southern Pacific Hotels (SPHC Group), since acquired by BASS/InterContinental Hotels Group (IHG). She was responsible for major corporate projects including re-inventing an established hotel brand which involved comprehensive industry and consumer research, as well as advising the individual hotels within the group on market research, business planning, product development and campaign analysis.

Pioneering spa-related research across the greater Asia Pacific region, Julie developed and manages Intelligent Spas' Global Spa Benchmark Program which is now underway in over 80 countries. She has published a range of international standard, Spa Operations Manuals to assist spa operators and consultants to implement efficient procedures, covering the following topics:

- Spa Human Resources Management
- Spa Employee Handbook
- Housekeeping & Spa Presentation
- Client Interaction & Service Standards

Julie also authored a chapter on 'Spa Industry Benchmarking' in the published text book entitled "Understanding the Global Spa Industry" and she is regularly quoted in trade and news media.

**Intelligent Spas holds the largest database of spa industry intelligence in the world after conducting comprehensive spa industry research since 2001**

#### About Intelligent Spas

Intelligent Spas publishes a variety of spa business intelligence publications including industry surveys, financial and operational performance benchmarks (KPI's), consumer research and operating procedures manuals to empower spa operators, hoteliers, consultants, investors, developers, suppliers, associations, educational facilities, government departments and others interested in the spa industry, to maximise their performance.

Intelligent Spas is the only 100% independent research company specialising in the spa industry which results in the highest quality intelligence to help guide the performance and growth of businesses competing in the spa industry.

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Join Intelligent Spas' 2010 Spa Benchmark Program Now

Intelligent Spas' Global Spa Benchmark Program is currently underway in over 80 countries and aims to produce reliable and comparable statistics to help spas maximise their performance, provide business intelligence to assist other organisations to better understand, service and support the spa industry, plus generate greater awareness of the spa industry to increase spa visits. To join Intelligent Spas' free Global Spa Benchmark Program, register at [www.IntelligentSpas.com](http://www.IntelligentSpas.com). Participants receive the full survey results free of charge.

### Contact

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