

For Immediate Release:

## **Intelligent Spas' New Singapore Spa Report Finds Unprecedented Changes**

**Singapore, 8<sup>th</sup> December 2011** – Intelligent Spas' new Singapore Spa Benchmark Report identified the spa industry underwent significant changes between 2009 and 2010. "Unprecedented changes have occurred in the Singapore spa market which are the most dramatic seen by Intelligent Spas within any spa industry it has studied over the last 10 years", explained Julie Garrow, Managing Director of 100% independent research company Intelligent Spas ([www.IntelligentSpas.com](http://www.IntelligentSpas.com)).

"The number of spas, level of annual visits and breakdown of treatment revenue recorded for 2009 and 2010 have changed significantly and altered the performance platform for all spa operators. These research findings are very timely to help guide the short to medium term decisions of spa operators and other types of businesses competing in the spa industry in Singapore."

Overall, the Singapore spa industry is forecast to generate SGD134 million (approximately USD111 million) in revenue in 2011. This updated benchmark report presents an extensive range of business intelligence and key performance indicators to assist businesses operating in, or interested in, the Singapore spa industry. The full report is available for immediate download at [www.IntelligentSpas.com](http://www.IntelligentSpas.com).

Nancy Lim, President of the Spa Association Singapore stated "the Spa Association Singapore (SAS) is pleased to support Intelligent Spas' publication of the Singapore Spa Benchmark Report. This report serves as a good reference for our Singapore spa operators to gain better insights on the industry trends as well as the performance of the spa and wellness industry in Singapore. The findings presented in the report are useful for spa operators in identifying new business opportunities, business planning and implementing new strategies to maximise their performance. This report is definitely a useful guiding tool for our Singapore spa operators. SAS congratulates Intelligent Spas for the conscientious effort in compiling the industry report."

"On behalf of the Spa & Wellness Association Singapore (SWAS), we would like to congratulate Intelligent Spas for the release of the report", stated Susan Teng, Acting President. "As always, the report provides immense wealth of knowledge and ideas for those who are in the spa industry. It provides information that will enable our members to update themselves on the trends and understanding the opportunities and risks for their operations locally. As an association, this report





will also enable us to continue to play a vital role in strategic planning, providing assistance and engaging our members to discuss their business needs."

Intelligent Spas is the only 100% independent research company specialising in the spa industry. Founded in Singapore in 2001, it has pioneered statistically reliable and comparable research for the global spa industry and continues to publish a range of Spa Operations Manuals and Spa Benchmark Reports to assist the performance and growth of this essential industry.

Intelligent Spas' *Global Spa Benchmark Program* is currently underway in over 100 countries and aims to produce usable 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. Spa owners and managers may join Intelligent Spas' free Global Spa Benchmark Program and receive their full market report free of charge by registering at [www.IntelligentSpas.com](http://www.IntelligentSpas.com).

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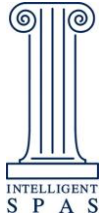
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# Intelligent Spas News Release

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*F = Forecast*



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