



For Immediate Release:

Intelligent Spas Publishes First Spa Research for Spain

Singapore, 1st August 2011 – Intelligent Spas' published the first-ever Spa Industry Report for Spain and identified the spa industry is expected to generate EUR 26 million (approximately USD 39 million) in revenue in 2011. This new report presents an extensive range of business intelligence and financial statistics to assist businesses operating in, or interested in, the Spanish spa industry.

"The Spanish spa market experienced some adjustment between 2009 and 2010 and a variety of key spa benchmarks decreased, including revenue per spa and revenue per visit" explained Julie Garrow, Managing Director of 100% independent research company Intelligent Spas (www.IntelligentSpas.com). "However, total spa visits showed strong growth over the last three years and total revenue and employee numbers also grew, but at lower rates. These research findings are vital to help guide the operations of spas and many other types of businesses relating to the spa industry in Spain."



Other key research findings:

- Spa numbers increased by 27% between 2008 and 2010.
- Overall spa industry performance growth slowed in visits and employment between 2009 and 2010, whilst revenue increased.
- Daily revenue per available treatment room is forecast to decrease by 10% in 2011.
- Spas forecast a 17% increase in revenue per spa in 2011.
- Hotels and resorts offering spas averaged 61% occupancy.
- The full report is available from Intelligent Spas website at www.IntelligentSpas.com.

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.



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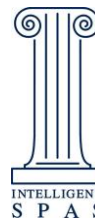
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About Intelligent Spas Pte Ltd

F = Forecast

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