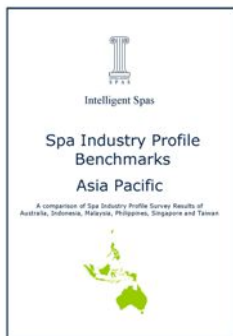


For Immediate Release

Intelligent Spas Publishes First Regional Report on Spa Industry Benchmarks



Singapore, 9th July 2007 – Intelligent Spas is the first to publish a report directly comparing consistent spa profile benchmarks of key markets within the Asia Pacific region. Presenting over 2,300 statistics, the *Spa Industry Profile Benchmarks Asia Pacific* report evaluates spa industries in Australia, Indonesia, Malaysia, Philippines, Singapore and Taiwan, highlighting key similarities and differences at industry level, plus breakdown analysis of day spas versus destination spas within each country.

Spa industry benchmarks are used by a range of businesses including developers, investors, suppliers, management companies, consultants, educators, associations, government and tourism agencies, to develop and deliver relevant products, services and initiatives for each specific spa market, as well as to identify new business opportunities. Benchmarks also provide critical information for spa businesses to monitor performance and maintain competitiveness.

Julie Garrow, Managing Director of Intelligent Spas (www.IntelligentSpas.com) stated “the regional comparisons provide vital facts for those considering entering the region, as well as deliver reliable data to those already established. These benchmarks are very useful in helping businesses understand market environments in order to operate effectively. Our industry surveys achieve excellent response rates due to our 100% independence policy, resulting in the supply of very reliable information”.

The following table provides a snapshot of key industry statistics by country:

Regional Spa Industry Overview						
	Australia	Indonesia	Malaysia	Philippines	Singapore	Taiwan
Total Spas	503	390	151	87	173	317
Survey Response Rate	64%	61%	35%	54%	35%	14%
Historical Growth Rate	129%	160%	202%	74%	63%	-
Growth Period	2002-06	2003-07	2002-06	2003-06	2003-06	-
Day Spas	65%	42%	54%	76%	58%	81%
Destination Spas	28%	52%	40%	20%	14%	6%
Indoor Spa Size (SqM)	237	713	393	609	603	457
Treatment Rooms	6.0	9.0	7.7	10.9	8.7	7.8
1 Hour Body Wrap (USD)	94	27	48	31	71	78

Source: Intelligent Spas

Examples of other information compared in the report include:

- Ownership, management and marketing models.
- Breakdown of indoor space, by type of spa.

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- Number, type and breakdown of treatment rooms and stations, by type of spa.
- Supporting facilities available, if owned by the spa or access arranged, by type of spa.
- Facilities available by gender-shared or separate, by type of spa.
- Therapies, treatments, services and programs available, by type of spa.
- Complimentary refreshments provided, by type of spa.
- Pricing of standard spa treatments.
- Industry trends and observations stated by spa owners and managers.

The report also contains the following interesting findings:

- The Philippines has the highest proportion of club spas.
- A higher proportion of spa chains operate in Singapore in comparison to other markets.
- Day spas in Singapore contain the largest average indoor area.
- Day spas in the Philippines have the highest number of treatment rooms.
- Day spas in Indonesia are designed with more semi-private and public treatment rooms.
- Spas in Malaysia are the least likely to conduct treatments in hotel rooms.
- Steam rooms are most commonly found in Taiwan spas.
- Thalassotherapy (sea water) is most commonly offered in Taiwan and Indonesia.
- Higher proportions of Australian spas offer Vichy showers.
- Spas in the Philippines offer the lowest starting price for massage.
- Indonesia spas are most likely to use "spa" in their business name.

The new *Spa Industry Profile Benchmarks Asia Pacific* report is available for purchase and immediate download from www.IntelligentSpas.com.

About the Research

Intelligent Spas' industry profile research primarily aims to:

- Establish and compare industry benchmarks for key infrastructure and operations indicators.
- Encourage businesses to better understand, service and support the spa industry.
- Provide accurate data for the media to reference.
- Generate greater awareness of the spa industry to promote growth in visitation numbers.

Summaries of new research are published in Intelligent Spas' free *Spa Industry Intelligence* Newsletter available at www.IntelligentSpas.com.

About Intelligent Spas

Intelligent Spas is a 100% independent research company specialising in the spa industry. Founded in Singapore in 2001, it successfully pioneered spa industry research in the Asia Pacific region and continues to publish a range of Spa Operations Manuals, Spa Consumer Surveys and Spa Industry Surveys to assist the development and growth of this important industry.

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