

For Immediate Release

Intelligent Spas Releases New Spa Industry Research for Indonesia and Bali



Singapore, 9th July 2007 – Intelligent Spas found spa numbers in Indonesia and Bali have grown over 160% since 2003, identifying 390 spas currently operating and another 21 spas under development. The report, entitled *Spa Industry Profile Indonesia 2003-2009* is available in both English and Bahasa Indonesia and features over 700 quantitative statistics on the Indonesian spa market as well as supporting qualitative trends and observations from spa owners and managers. The survey of spa facilities conducted by Intelligent Spas (www.IntelligentSpas.com) achieved an excellent 61% response rate and provides a valuable tool for businesses competing in, or supporting the spa industry, to more accurately develop and plan spa-related products, services, campaigns and initiatives.

Some key industry totals and averages extracted from the report include:

- Intelligent Spas identified 390 spa facilities currently operating in Indonesia.
- 52% were spas located in hotels, resorts or retreats (destination spas) and 42% were day spas.
- The average indoor area of spa facilities in Indonesia was 713 square metres.
- 42% of the total spa space was allocated to treatment rooms.
- Spas contained nine treatment rooms on average.
- 67% of spas owned a relaxation room compared to 3% that arranged access for their visitors to use a nearby relaxation room.
- Baths with water and/or air jets were provided by 75% of respondents.
- One hour body wraps were priced from IDR238,533 (approximately USD26) on average.
- Herbal tea was the most common complimentary food or beverage item provided by spas, with 87% offering it to visitors.
- Increased demand by clients for holistic spa treatments was the most common industry trend observed by spa owners and managers.

“The excellent response rate enabled the survey results to be broken down further for more accurate benchmarking and analysis” explained Julie Garrow, Managing Director of Intelligent Spas, “and it was very interesting to examine the key differences between day spas and destination spas, as well as spas located in Bali versus Jakarta”:

- Day spas were larger in terms of indoor space when compared to destination spas.
- Day spas contained more treatment rooms than destination spas.
- Relaxation rooms were more commonly found in day spas.
- Day spas were more likely to provide tub soaks.
- Spa facilities located in Jakarta were much larger in terms of indoor area compared to spas in Bali.
- Jakarta spas contained more treatment rooms compared to spas in Bali.
- A higher proportion of respondents in Bali stated they offered complimentary fresh fruit/vegetable juice to visitors, in comparison to Jakarta spas.

Source: Intelligent Spas, *Spa Industry Profile Indonesia 2003-2009*

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About the Research

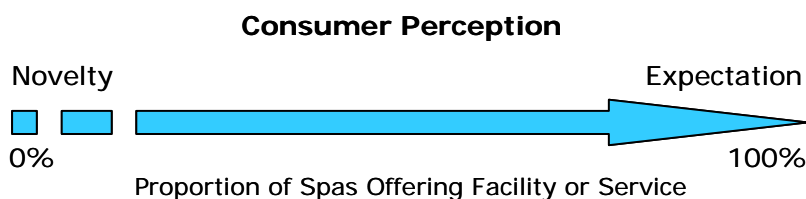
The research primarily aimed to establish updated and reliable spa industry benchmarks for key infrastructure and operations indicators, encourage businesses to better understand, service and support the spa industry, provide accurate data for the media to reference and generate greater awareness of the spa industry to promote growth in visitation numbers.

The comprehensive profile of the Indonesian spa industry includes over 700 quantitative survey results relating to spa types, locations, business models, capture rates from primary facilities such as hotels and resorts, infrastructure, supporting facilities, plus therapies, treatments and programs offered. A selection of key survey findings are also broken down to identify benchmarks for day spas versus destination spas, as well as analysis by Jakarta versus Bali, where possible. Qualitative observations from spa owners and managers are also summarised. Supporting sections provide a detailed description of the research methodology, an overview of the value of industry statistics and useful facts and information about Indonesia, including an overview of the key international visitor arrival markets.

The new *Spa Industry Profile Indonesia 2003-2009* report is available in both English and Bahasa Indonesia and may be purchased and immediately downloaded from www.IntelligentSpas.com.

How to Use Spa Industry Statistics as a Business Tool

Like any other small, medium or large business, it is imperative that analysis and planning activities be conducted to minimise the risk of failure. One of the first questions to ask yourself is "how is my business doing?" and this can easily be answered by comparing your spa's performance against industry averages. The overall industry average for your country is a useful guideline, however where the survey response rates are high enough, industry averages may be broken down further to enable more accurate analysis by calculating, for example, industry averages for your particular type of spa and industry averages for your spa's specific location.



Unique and common facilities and service offerings may also be measured and analysed to assist the planning for the business' future. Consider: At what point does a facility or service offering change from a consumer novelty to a consumer expectation? If for example, a high proportion of spas offer a relaxation room, one may assume as spa consumers become more experienced, they may come to expect a relaxing area within a spa and be disappointed if they do not have the opportunity to enjoy that type of facility before and/or after their spa treatment. Read the full article in Issue 12 of *Spa Industry Intelligence* 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 has pioneered spa industry research in the Asia Pacific region and continues to publish a range of Spa Business & Operations Manuals, Spa Consumer Surveys and Spa Industry Surveys to assist the development and growth of this important industry.

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