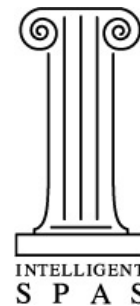


Intelligent Spas Press Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Releases New Spa Industry Benchmarks for Australia



Singapore, 14th May 2008 – Intelligent Spas' new research on the Australian spa industry identified spa numbers have grown 152% over the last five years.

The new *Australia Spa Benchmark Report 2002-2010* features over 450 statistics including updated financial benchmarks covering revenue, visits and employment plus valuable benchmark ratios such as daily revenue per spa, revenue per visitor and revenue per square metre. Current industry trends observed by spa owners and managers and new profile benchmarks detailing infrastructure, business models and treatments are also included in the report. Many of the benchmarks are available by spa type.

Julie Garrow, Managing Director of Intelligent Spas (www.IntelligentSpas.com) stated "as the global economic situation changes, the need for businesses to focus on benchmarking and profitability has become essential. This timely release of high quality data from Intelligent Spas will allow businesses to fine-tune their operations for success in tougher economic times. This report combines the results of our latest survey with information collected during our previous three industry surveys to provide very reliable benchmarks and growth rates."

"As the Australian spa industry matures, Intelligent Spas' new Australia Spa Benchmark Report is an invaluable resource for investors, developers and existing industry stakeholders. Awareness of accurate, current industry statistics and financial data is crucial to ensure that spa facilities both in planning and current operation are able to maximise profit potential, avoid potential risk factors and be relevant for today's marketplace. The Australasian Spa Association (ASpa) thanks Intelligent Spas for their ongoing commitment to independent spa industry research and commends all industry participants for ensuring that this data is available for the benefit of all spa industry stakeholders." Susanne Nelson, President, Australasian Spa Association.

Key Industry Statistics

- Of the 554 spas operating in Australia, 69% were day spas and 31% were destination spas co-located with accommodation.
- The spa industry employed 5,026 people during 2007, a growth rate of 78% since 2002.
- Annual spa visits grew by 15% over the last five years with 2,305,000 spa visits in 2007.
- Spas collectively generated revenue of 296 million Australian dollars (approximately USD271 million) in 2007, an increase of 136% since 2002.

Source: Intelligent Spas, *Australia Spa Benchmark Report, 2002-2010*

About the Research

This is the fourth spa industry survey conducted in Australia by Intelligent Spas and the report incorporates historical and forecast data for the period 2002 and 2010. The full report is available for immediate download from www.IntelligentSpas.com. Research is also underway in over 35 other countries. To join the spa industry survey, register at www.spabenchmark.com/industry.

About Intelligent Spas

Intelligent Spas is the only 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 performance and growth of this important industry.

Related Press Releases

Intelligent Spas Releases Free Guide to Fast Track Global Spa Benchmarking

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Contact

Julie Garrow, Managing Director, Intelligent Spas

– Media Request and General Contact Forms are available at www.IntelligentSpas.com.

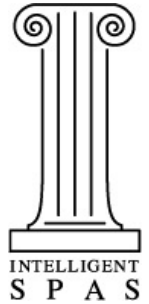


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