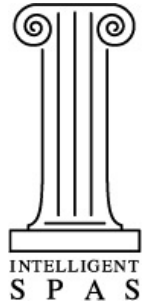


Intelligent Spas Press Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Publishes New Zealand Spa Benchmark Report



Singapore, 26th May 2008 – Intelligent Spas estimates total spa industry revenue in New Zealand has grown 72% over the last five years.

The *New Zealand Spa Benchmark Report 2002-2010* includes updated financial benchmarks for revenue and employment plus valuable benchmark ratios such as daily revenue per spa, revenue per square metre and employees per treatment room. 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 both the New Zealand industry average and by spa type for day spas.

“This third survey of New Zealand spas found although the industry has grown overall in terms of spa numbers, employment and revenue, average annual revenue per spa has decreased over the last five years. The new financial benchmarks included in the report empower spas to accurately analyse the state of their business in comparison to the competitive marketplace and modify their operations to improve and maintain their performance” explained Julie Garrow, Managing Director of 100% independent research company, Intelligent Spas (www.IntelligentSpas.com).

Felicity Turner, Director of New Zealand for the Australasian Spa Association stated “as an emerging spa destination, it is increasingly important New Zealand’s spa industry has regular updated information available. This latest publication from Intelligent Spas is essential reading for those involved in tourism, investment, development and hospitality, as well as all existing and new stakeholders within the spa, health and wellness industries. The new report serves as an essential benchmarking tool for current and potential spa operators within the country.”

Key Industry Statistics

- Spa numbers have grown 88% over the last five years.
- Of the 141 spas operating in New Zealand, 77% were day spas and 23% were destination spas co-located with accommodation.
- The spa industry employed 911 people during 2007, a growth rate of 37% since 2002.
- Spas collectively generated revenue of NZD65 million (approximately USD50 million) in 2007, an increase of 72% since 2002.

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

About the Research

This is the third spa industry survey conducted in New Zealand by Intelligent Spas and the report incorporates historical and forecast data for the period 2002 and 2010, in addition to the results of the 2007 survey. 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
Intelligent Spas Releases New Spa Industry Benchmarks for Australia

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

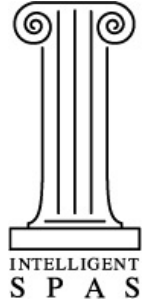


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	About Intelligent Spas Pte Ltd

New Spa Benchmark Ratios:

- Average Annual Revenue per Treatment Room
- Average Annual Revenue per Square Metre
- Average Annual Revenue per Employee
- Average Daily Revenue
- Average Daily Revenue per Treatment Room
- Average Daily Revenue per Square Metre
- Average Employees per Treatment Room

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