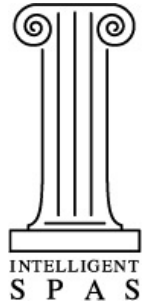


Intelligent Spas News Release

...100% independent, spa industry intelligence



For Immediate Release



Intelligent Spas' Regional Comparison of Spa Benchmarks

Singapore, 23rd July 2008 – Intelligent Spas' latest series of benchmark reports is highlighting significant differences in spa markets across the greater Asia Pacific region. This information is crucial for those operating in these markets to conduct reliable business analysis and planning. A selection of key industry statistics by country are summarised below to illustrate the differences:

Regional Comparison of Key Spa Benchmarks						
Country	Total Spas	Day Spas	Destination Spas	Industry Revenue (USD millions)	Industry Visits	Industry Employment
Australia	554	69%	31%	271	2,305,000	5,026
New Zealand	141	77%	23%	50	-	911
Thailand	585	51%	49%	263	3,649,000	11,240
China	190	64%	36%	186	2,041,000	6,000
Cambodia	35	34%	66%	6	200,000	400
Vietnam	95	38%	62%	9	428,000	1,060
UAE	65	34%	66%	70	655,500	1,430
South Africa	186	46%	54%	46	1,107,000	2,232

Source: Intelligent Spas, Spa Benchmark Program, www.IntelligentSpas.com

This comparison of performance benchmarks identified the following key differences across the region:

- Thailand is the largest spa market in the Asia Pacific region.
- New Zealand hosts the highest proportion of day spas.
- Hotel, resort and destination retreat spas are in highest proportions in Cambodia and the United Arab Emirates.
- The Australian spa industry generated the most revenue during 2007.
- Total spa industry visits and employment were highest in Thailand.

Reference Source: Intelligent Spas, *Spa Benchmark Program*

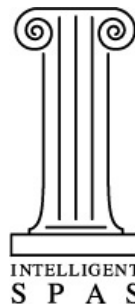
...continued...

Intelligent Spas News Release

...100% independent, spa industry intelligence

...continued...

The countries that achieved the highest benchmark for other key performance indicators included:



Regional Comparison of Common KPI's	
Spa Benchmarks	Winners
Revenue per Spa	United Arab Emirates
Revenue per Square Metre	New Zealand
Spend per Visitor	Australia
Size of Spa (Indoor Space)	China
Number of Treatment Rooms	United Arab Emirates
Capture Rate from Accommodation Property	Cambodia
Forecast Growth Rate of Spa Numbers	United Arab Emirates

Source: Intelligent Spas, Spa Benchmark Program, www.IntelligentSpas.com

What is Spa Benchmarking?

"Spa benchmarking is the process spas use to maximise their business potential by measuring aspects of their spa and comparing these against the industry average" explained Julie Garrow, Managing Director of 100% independent research company Intelligent Spas (www.IntelligentSpas.com). "Spa benchmarks are also used by other businesses operating in the spa industry to monitor trends and address the product and service needs of spas."

Spa industry benchmarks:

- Provide better understanding of market conditions and offerings to achieve and maintain competitiveness.
- Enable strategic business decisions to be based on facts rather than guesswork.
- Highlight market opportunities in decline to minimise over-investment.

Research is also underway in over 35 countries. To join the Spa Benchmark Program, register at www.spabenchmark.com/industry.

To learn more about spa benchmarking, visit www.IntelligentSpas.com and request the free educational guide entitled *Using Spa Industry Benchmarks For Success*.

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 greater Asia Pacific region and continues to publish a range of Spa Operations Manuals, Spa Consumer Surveys and Spa Industry Surveys to assist the performance and growth of this important industry.

Contact: Julie Garrow, Managing Director, Intelligent Spas
– Media Request and General Contact Forms are available at www.IntelligentSpas.com.

Online Media Centre and Information Request Form at www.IntelligentSpas.com

Intelligent Spas

Spa Operations Manuals | Spa Consumer Surveys | Spa Industry Surveys

Singapore Telephone: +65 6248 4736 Singapore Fax: +65 6491 5397

Australia Fax: +61 2 9475 1326 USA Fax: +1 646 219 5033 UK Fax: +44 20 7000 1241

Intelligent Spas Pte Ltd, 36-01 UOB Plaza 1, 80 Raffles Place, Singapore 048624

Spa Industry Intelligence Newsletter – subscribe free at www.IntelligentSpas.com
