

## For Immediate Release

### Intelligent Spas Publishes Results of First South African Spa Survey



**Singapore, 25<sup>th</sup> June 2008** – Intelligent Spas has published the results of the first spa industry survey conducted in South Africa and estimated revenue generated by spa facilities in 2007 was ZAR365 million (approximately USD46 million) and employment experienced growth of 32% between 2006 and 2007.

“The South African spa market is booming with strong growth rates recorded for both revenue and visits over the last couple of years. These first benchmarks enable spas to identify how they are performing in comparison to their competitors and are also useful in assisting suppliers and other businesses to better service and support the spa industry” explained Julie Garrow, Managing Director of 100% independent research company, Intelligent Spas ([www.IntelligentSpas.com](http://www.IntelligentSpas.com)).

The new *South Africa Spa Benchmark Report 2005-2010* presents the country's first official financial and performance benchmarks such as revenue, visitor numbers and employment, and also includes key benchmark ratios critical for reliable business planning such as daily revenue per spa, revenue per square metre and average revenue per visit.

Current industry trends observed by spa owners and managers and profile benchmarks detailing infrastructure, business models, treatments and pricing are also included in the report.

#### Other Key Industry Statistics

- Of the 186 authentic spa facilities operating in South Africa, 46% were stand-alone day spas and 54% were destination spas co-located with accommodation.
- During 2007, the spa industry employed approximately 2,232 people.
- Approximately 1,107,000 people visited South African spas in 2007.
- The spa industry is forecast to grow by 8% between 2008 and 2010.

Source: Intelligent Spas, *South Africa Spa Benchmark Report, 2005-2010*

#### About the Research

The report incorporates the results of the first official spa industry survey conducted in South Africa which captured current, historical and forecast data for the period 2005 to 2010. The full report is available for immediate download from [www.IntelligentSpas.com](http://www.IntelligentSpas.com). Research is also underway in over 35 countries. To join the spa industry survey, register at [www.spabenchmark.com/industry](http://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 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.

#### Related Press Releases

Intelligent Spas Releases Free Guide to Fast Track Global Spa Benchmarking

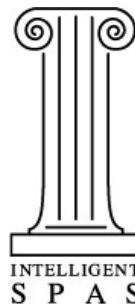
#### Contact

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– Media Request and General Contact Forms are available at [www.IntelligentSpas.com](http://www.IntelligentSpas.com).

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# Intelligent Spas Press Release

...100% independent, spa industry intelligence



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### New Spa Benchmark Ratios:

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

About Intelligent Spas Pte Ltd

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## Intelligent Spas

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