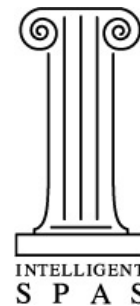


Intelligent Spas Press Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Releases New Spa Industry Benchmarks for Thailand



Singapore, 14th May 2008 – Intelligent Spas' new research on the Thai spa industry identified spa numbers have grown 154% since 2002, with 585 spas currently open and operating.

The new *Thailand Spa Benchmark Report, 2002-2010* features over 450 statistics including updated financial benchmarks covering revenue, visits and employment plus profile benchmarks detailing infrastructure, business models and treatments, with many of these benchmarks broken down by spa type. Valuable benchmark ratios such as daily revenue per spa, revenue per visitor and revenue per square metre are also included in the new report, in addition to current industry trends observed by spa owners and managers.

Julie Garrow, Managing Director of Intelligent Spas (www.IntelligentSpas.com) stated "the Thai spa industry has experienced interesting change over the last five years. Total spa visits have increased steadily however average visits per spa have fluctuated year on year as supply increased. With employment and revenue experiencing strong growth rates, this report provides timely updates to enable businesses competing in and supporting the spa industry to benchmark and improve their performance as the industry continues to develop".

"The release of Thai Spa Benchmark Report is another milestone in the growth and development of the Thai Spa industry. It is a true ground breaking document on the status of the spa industry in Thailand, highlighting the real state of health of our industry today. It is an essential benchmarking tool for every serious spa operator in the kingdom." Andrew Jacka, President, Thai Spa Association.

Key Industry Statistics

- Of the 585 spas operating in Thailand, 51% were day spas and 49% were destination spas co-located with accommodation.
- The spa industry employed 11,240 people, a growth rate of 228% since 2002.
- 3,649,000 visitors experienced Thai spas during 2007.
- Spas collectively generated revenue of 8.3 billion Thai Baht (approximately USD263 million) in 2007, an increase of over 200% since 2002.

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

About the Research

This is the third spa industry survey conducted in Thailand 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 and is available in English and/or Thai.

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.

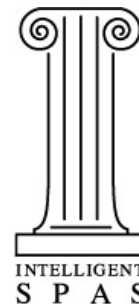
Related Press Releases

Intelligent Spas Releases Free Guide to Fast Track Global Spa Benchmarking (English only)
Intelligent Spas Releases Spa Operating Procedures Manuals in Thai

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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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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

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