

SPAFINDER

THE GLOBAL SPA RESOURCE



Dear Spa Finder Insiders,

This month's topic is of particular excitement for me and, I think, for our industry. I will be sharing with you information about an unprecedented event that is happening here in New York City this May. It is the inaugural meeting of the Global Spa Summit (GSS), which I believe could garner many positive benefits for consumers and all of us in the spa and wellness industry.



This is their logo:

The Global Spa Summit will be a small gathering of the world's top leaders and investors who are instrumental in shaping the spa and wellness industry globally. This was the vision of many who felt that there was no gathering which was intimate enough in size and global enough in scope to encourage CEOs, business owners, and members of the investment community to come together to dialogue and exchange ideas. There are already many wonderful spa conferences around the world. The Global Spa Summit was designed to supplement—not replace—any of them. In fact, the Presidents and CEO's of many spa conferences and associations have been invited and are participating in the Global Spa Summit.

The Summit is modeled after the World Economic Forum held each year in Davos, Switzerland where delegates have the chance to be involved either as speakers, panelists, or contributors and help shape agenda topics. It isn't a format which relies on bringing in outside speakers since all delegates themselves are highly accomplished leaders in their field, and most are world-renowned speakers themselves. Rather, much of the value comes from the discussions, debates, and networking which happen among delegates.

The Global Spa Summit is an invitation-only event with sessions closed to the press until the final day which concludes with a press conference. This limited press access is to insure free flowing discussions at the highest levels. A summary report, available to participants and non participants, will be issued following the event. (I will make sure to let you know how to access the information when it becomes available if you are interested.)

Since many people have been asking me questions about the Global Spa Summit, I thought I would share some of the specifics with you here.

1. Who are the people behind the Global Spa Summit?

There were many people who came together to say—we need this kind of meeting. Some were able to carve out time this year to serve on the advisory committee to help get the first Global Spa Summit off the ground. Early contributors include:

Anna Bjurstam, Managing Director, Raison d'Etre, Sweden

Richard Dusseau, President & Managing Partner, Spa Strategy, U.S.

Pete Ellis, Chairman & CEO, Spa Finder, Inc., U.S.

Susie Ellis, President, Spa Finder, Inc., U.S.

Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong

Mary Elizabeth Gifford, Vice President/Creative Director, Jurlique, U.S.

Geraldine Howard, President, Aromatherapy Associates, UK

Ulrike Klein, Co-founder, Jurlique International, Australia

Megan Larsen, Founder, Sodashi, Australia

Jeff Matthews, President & COO, Mandara Spa, Indonesia

Ingo Schweder, Managing Partner, Bodhi Dharma Group, Hong Kong

Sonu Shivdasani, Chairman & CEO, Six Senses Resorts and Spas, Thailand

Mary Tabacchi, Associate Professor, Cornell University, U.S.

Anne McCall Wilson, Vice President Spas, Fairmont Raffles Hotels International, Inc., Canada

Mark Wuttke, Principal, the Wuttke Group, U.S.

2. Where is the Summit taking place?

The first Summit will be held at the Waldorf-Astoria in New York City, May 20-22, 2007.

3. What is The Global spa Summit's mission statement?

The Global Spa Summit is an international gathering that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.

4. What will be happening during the Summit?

Sunday evening May 20th, there will be a dinner and a panel discussion on the future of the Global Spa Industry. Monday May 21st there will be general sessions, several breakout sessions and a special keynote address at lunch by Steve Case, founder of AOL and current Chairman of Revolution LLC. On Tuesday, May 22nd there are more general sessions and breakouts. The Summit will close on Tuesday afternoon with a press conference.

5. What about the networking opportunities?

A variety of social networking events have been planned for breakfasts, lunches and dinners. Monday evening delegates will enjoy a cocktail reception hosted by Ellen Sackoff and Rick Aidekman at their award winning Cornelia Day Resort. A small dinner party is planned after the cocktail event at top New York restaurants. Delegates will have the option of dining at Daniel, Gramercy Tavern, Jean Georges, Gotham Bar and Grill, Café Bouloud, Remi, or Le Bernardin.

Another unique part of the Summit is that spouses and significant others have the option of attending all working sessions and all social functions.

6. Is spa and fitness part of the experience?

In addition to the Waldorf-Astoria having its own gym (and a very small spa), delegates and their spouses/significant others may avail themselves of unlimited complimentary spa treatments and full use of the facilities at the well known Cornelia Day Resort—just a short walk away—which is closing their doors to the public and graciously hosting all delegates during the Summit.

Exhale, New York's mind/body Spa, which has garnered so much press for their progressive day spa exercise program, is providing access to their famous core fusion and yoga exercise sessions for delegates in the early morning prior to the beginning of conference sessions on Monday and Tuesday.

7. What is the cost?

Cost for the full event is \$2,990 which includes all conference sessions, two nights' accommodations at the Waldorf-Astoria, all meals, unlimited spa treatments at the Cornelia Day Resort, and the New York's top restaurants dine-around. (As a comparison, The World Economic Forum participation fees approximate \$20,000 per attendee.) The reason the cost is higher than most spa conferences is not only because it is being held in New York City and has some very special networking events, but also because there are no sponsors who help lower costs. In fact, many of the CEO's and Presidents of companies who often support spa industry events by becoming sponsors will instead be attending the Global Spa Summit as participants and panelists. No one is making any money on the event. The seed capital has been donated by various advisory committee members. In future years the Global Spa Summit will likely become a non-profit organization. Full-time educators and non profit leaders are extended a significant discount and pay only \$500 for the conference.

8. Who is handling the logistics?

Global Executives, a highly respected conference management firm in Manhattan, has been hired to handle the details of event execution.

9. Will there be another Summit?

Yes. This is positioned to be an annual event. The locations will change so that different continents will play host to the event, in keeping with the truly global mission of the Summit.

10. Is there a website to get additional information?

Yes. The website is www.globalspasummit.org.

I think it bodes well for all of us that spas are now part of a recognized segment of the trillion dollar wellness arena and that dialogue among its leaders and participants is taking place in a variety of settings. The Global Spa Summit, with its theme of "joining together, shaping the future," should be a welcome addition. No doubt we can look forward to new and exciting ways for our industry to positively impact wellness worldwide.

Till the next Insider,

Susie