



Global Spa Summit

Dear Esteemed Colleague,

Five years ago, 160 spa and wellness industry executives gathered together at the Waldorf=Astoria in New York for the inaugural Global Spa Summit (GSS), a new event intended to shape the future of the industry and, more importantly, move it forward. Last year, the Summit broke records with over 40 countries represented by 250 attending delegates in Istanbul, Turkey. In May 2011, the GSS will celebrate its fifth year as the premier award-winning event in the industry, and it will be doing so for the first time in Asia. We would like for you to be part of this gathering.

Bali has a spa culture that dates back to the 15th century and is known today as one of the most concentrated spa destinations in the world. We couldn't think of a more inspirational and suitable place for our first Asian Summit. Under the theme "Engage the Change: The Customer. The Money. The Future." delegates will explore new, emerging markets; new business models and investment opportunities; new consumer demographics; new technology; and powerful new ways of engaging customers. Additionally, delegates will have more opportunities than ever to engage in one-on-one networking opportunities.

While we will be exploring the changes on the horizon, we will also have a chance to share progress on several important initiatives that came out of last year's Summit in Istanbul: a first-ever Evidence-Based Database for spa modalities, which will be a game changer for the industry, and a thought-provoking white paper on the global positioning of spa within the health, wellness, and medical tourism sectors.

We think you will also enjoy a special pre-Summit invitation from COMO Shambhala, one of the most prestigious wellness retreats in the world, as well as opportunities to visit and experience hotels, spas, and other facilities unique to Bali.

One important reminder: The Global Spa Summit is an invitation-only event, and your invitation is not transferable. This assures that you, as an invitee, will be meeting your peers, top-level business executives, and thought leaders from a broad range of sectors including hospitality, investment, medicine, real estate, finance, consulting, education, and government.

You will find more information about the 2011 Summit on the back of the photographs that make up this invitation. All of us look forward to meeting you and getting to know you personally. We hope you will join us in May.

With warmest regards,

The Global Spa Summit Board of Directors

Emanuel Berger (Berger Hospitality GmbH), **Anna Bjurstam** (Raison d'Etre), **Dr. Marc Cohen** (MIT University), **Richard Dusseau** (Spa Strategy), **Susie & Pete Ellis** (SpaFinder, Inc.), **Andrew Gibson** (Mandarin Oriental Hotel Group), **Susan Harmsworth** (ESPA International), **Jeff Matthews** (Mandara Spa Asia), **Anne McCall Wilson** (Fairmont Raffles Hotels Intl), **Professor Mary Tabacchi**, PhD (Cornell University)



You are cordially invited to attend

The 2011 GLOBAL SPA SUMMIT

“Engage the Change”

The Customer. The Money. The Future

BALI, INDONESIA MAY 15-18, 2011



A traditional Balinese dancer

The Global Spa Summit: At a Glance

Mission

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

Delegates

Every effort is made to ensure that those attending the annual GSS are leaders and decision makers. Delegates must have senior executive titles such as CEO, president, chairman, divisional SVP, owner, etc. Company size, yearly sales, number of employees, and length of time in business are also taken into consideration. Special room is allotted for educators and those from the not-for-profit sector. All invitees have been pre-selected and approved by the GSS board of directors.

Format

Each Summit agenda is carefully developed and features the timeliest issues, ensuring that the GSS offers the vibrancy and relevancy that have become its trademarks. As invitees register, their expertise, interests, and areas of concern are noted. This information is taken into consideration, along with global events and industry trends, to create the final Summit agenda. A variety of interactive sessions, including industry briefings, panel-led discussions, full-delegation general sessions, debates, interviews, small group breakout sessions, and hosted dining conversations give the Summit its unique flavor.

Spirit of the Summit

The “spirit” of the GSS is one of shared purpose versus individual gain. It is an opportunity to put aside competitive egos and personal business goals and spend time joining together and shaping the future of the spa and wellness industries. Modeled in part after the World Economic Forum in Davos, Switzerland, the GSS brings together top-level decision makers from around the world. All contribute time and resources to fund the Summit; participants, including GSS board members, speakers, panelists, and presenters are asked to pay full registration fees and accommodation expenses. Everyone is asked to refrain from self-promotion. Press access is limited, creating an off-the-record atmosphere for dialogue. The shared “Spirit of the Summit” ensures that we exchange ideas, debate, and strategize for the good of our industry, the consumers we serve, and the planet we share.



The COMO Shambhala Estate in Ubud

The Setting of the 2011 Summit

Venue

Indonesia is an archipelago of 17,000 islands comprising many distinct ethnic and cultural groups. Bali (expected to have attracted 2.5 million leisure visitors in 2010), has been named “Asian Spa Capital” twice in the last five years, and was honored as the “Best Island in the World” by *Travel + Leisure* this year. Beyond establishing itself as a world “spa capital,” Bali is renowned for its sophisticated art forms, including dance, painting, music, sculpture, and more. As with each Summit, delegates will be immersed in the local culture and have an opportunity to explore the spa scene. Summit meetings will take place at a host hotel, the Laguna Resort & Spa, Nusa Dua, as well as the Bali International Convention Center, which is right next door.

Hotel Accommodations

The Laguna Resort & Spa, Nusa Dua

This Starwood Luxury Collection Resort is the Summit’s host hotel, the setting for the welcome gala cocktail reception and dinner on Monday, May 16th, and the venue for the final day of Summit sessions on Wednesday, May 18th. This beautiful beachfront resort boasts 24-hour butler service and a myriad sparkling lagoons, many of which are accessible from guest rooms.

The St. Regis Bali Resort

An alternative block of suites is available at this world-class resort, which features a breathtaking butterfly-themed Remède Spa. The property will be the site of the pre-Summit cocktail gathering on Sunday, May 15th.

The Westin Resort Nusa Dua, Bali

Convenient for delegates traveling with families, the Westin Resort is connected to the Bali International Convention Center. The property also has a signature Westin Kids Club®.

Special room rates, which include breakfast, have been arranged for all registered delegates at the above hotels. All three hotels are within close, convenient proximity to one another and the Bali International Convention Center.

Traveling to Bali

Bali is accessible from most gateway Asian cities. Delegates are encouraged to fly into Bali’s Denpasar International Airport, which is just a short drive from the Summit hotels. Taxis are available at the airport, and limousine transfers are available through the Summit resorts and hotels.



The Remède Spa at The St. Regis Bali Resort

Activities and Events

Pre-Summit options:

Three-night stay at COMO Shambhala Estate*

Two-night yoga retreat at Uma Ubud with shopping, art tour, and rice paddy lunch option

Specialty tours of Bali's historic sites (including Ubud, the cultural center of the island)

Official Summit Program:

Sunday, May 15th: Cocktail Party at The St. Regis Bali Resort and tour of Remède Spa

Monday, May 16th: Sessions and cocktail and gala dinner at Laguna Resort & Spa, Nusa Dua

Tuesday, May 17th: Sessions and evening dinner event in traditional Balinese fashion

Wednesday, May 18th: Sessions and afternoon champagne toast

*On Saturday, May 14, COMO Shambhala will host, for delegates staying at their properties, a moveable feast exhibiting five uniquely themed residences at the Estate: Bayugita (Wind Song), Tirta Ening, (Water), Tejasuara (Fire), Wanakasa (Forest in the Mist), and Uma Bona (House of the Earth Son).

Global Spa Summit Partnerships

The GSS relies on the generosity of elite companies and organizations whose missions align with that of the Summit. Please thank and support these companies that have confirmed their commitment as top-level sponsors of the 2011 Summit.

Platinum Tourism Board Sponsor: Ministry of Culture & Tourism, Republic of Indonesia

The Ministry of Culture and Tourism promotes Indonesia's wealth of indigenous, centuries-old traditions. Bali, with its unique spa culture dating back to the 15th century, is where the most varied spa and wellness centers can be found, from modest, open-air wooden structures to award-winning, super-modern luxury spa resorts.

Platinum Sponsor: Thermarium

Austria-based Thermarium is regarded as a trendsetter in the design and manufacturing of spa and wellness areas, and has worked with numerous hospitality brands including Banyan Tree, Intercontinental, Mandarin Oriental, Peninsula, Shangri-La, and Swissotel.

Platinum Sponsor: Precor

U.S.-based Precor is a preferred brand by fitness-minded travelers and guests of the world's finest hotels, resorts, and spas. With a full complement of cardio, strength and entertainment equipment, Precor is proud to be in premier hotels, resorts, and spas in more than 90 countries.

Note: Other partners will be highlighted at the Summit.



A Balinese valley with rice paddies

A Partial List of Past Participants...

PAUL ARNOLD (Principal, Ernst & Young, Middle East) · EMANUEL BERGER* (Managing Director, Berger Hospitality) · ANNA BJURSTAM* (MD, Raison d'Etre) · DR. GERARD BODEKER (Professor, University of Oxford Medical School) · DAVIDE BOLLATI (Chairman, [comfort zone]) · FILIP BOYEN (COO, Orient Express) · PHILIPPE BOURGUIGNON (CEO, Revolution Places) · R. BYRON CARLOCK, JR (President & CEO, CNL Lifestyle Investment Company, LLC) · DR. RICHARD CARMONA (17th Surgeon General & Vice Chairman, Canyon Ranch) · STEVE CASE (Chairman & CEO, Revolution, LLC) · DR. MARC COHEN* (Professor, RMIT University) · DZIGBORDI K. DOSOO (CEO, Allure Africa, Ltd.) · RICHARD DUSSEAU* (CEO & President, Spa Strategy) · PETE ELLIS* (CEO, SpaFinder) · SUSIE ELLIS* (President, SpaFinder) · ANNBETH ESCHBACH (CEO, Exhale Spas) · FREDERIC FEKKAI (President, Frederic Fekkai) · CATHERINE FELICIANO-CHON (Founder, CatchOn & Co.) · ANDREW GIBSON* (Group Director of Spas, Mandarin Oriental Hotel Group) · KERSTIN FLORIAN (Founder & CEO, Kerstin Florian International) · LEONARD FLUXMAN (President & CEO, Steiner Leisure Limited) · THOMAS GOTTLIEB (Managing Partner, Geolo Capital) · LEANDRO GUALTIERI (President, STB Thermal Spas) · SUSAN HARMSWORTH* (Founder, ESPA Int'l) · SEAN HARRINGTON (Managing Director, Elemis Ltd) · WOLF HENGST (Chairman, Wahanda & Amala Holdings) · PHILIPPE HENNESSY (Founder & CEO, Pevonia Botanica) · JANE IREDALE (President, Iredale Mineral Cosmetics, Ltd.) · NEIL JACOBS (President, Starwood Capital Hotel Group) · MIA KYRICOS (Director, Global Spa Brands & Programming, Starwood Hotels & Resorts Worldwide) · DR. ROBERTA LEE (Vice Chair, Dept. of Integrative Medicine, Continuum Center for Health & Healing, Beth Israel Hospital) · PAUL LEHR (President, Pritikin) · PAUL MACPHERSON (Chief Development Officer, Jumeirah) · JEFF MATTHEWS* (President & COO, Mandara Spas) · ANNE MCCALL WILSON* (VP of Spas, Fairmont Raffles Hotels Int'l) · Dr. Howard Murad (CEO & Founder, Murad, Inc.) · ELMAR NAGELE (CEO, Thermanium) · DR. ADOLF OGI (Former President of Switzerland) · CRISTINA ONG (Owner, COMO Shambhala Group) · NEIL ORVAY (CEO, Asia Spa and Wellness, Ltd) · DR. KENNETH R. PELLETIER (Clinical Professor of Medicine and esteemed author) · TOM POSEY (President & CEO, Golden Door & Luxury Resort Spas) · STEPHEN PURDEW (Director & Co-owner, Champneys Health Resorts) · LASZLO PUCZKO (Managing Director, Xellum Ltd, and author of *Health and Wellness Tourism*) · HEINZ SCHLETTNER (Founder, Schletterer Wellness) · STEFAN SCHÖLLHAMMER (CEO, Klafs) · IAN SCHRAGER (Chairman & CEO, Ian Schrager Company) · MICHAEL SCHUMMERT (CEO, Babor Cosmetics) · SYLVIA SEPIELLI (Founder, SPAd Inc.) · SONU SHIVDASANI (CEO & Chairman, Six Senses Resorts and Spas) · RENEE-MARIE STEPHANO (COO, Medical Tourism Association) · DEBORAH SZEKELY (Founder, Rancho La Puerta & The Golden Door) · PROFESSOR MARY TABACCHI, PhD* (Professor, Cornell University) · GHISLAIN WAEGAERT (Director of Spa Activities, Clarins) · TODD WALTER (CEO, Red Door Spa Holdings) · EDITH WEINER (President, Weiner, Edrich, and Brown, Inc.) · BARRY WHITE (Director of Spa Operations, Langham Hotels) · ANDREAS WIESER (Director, Lanserhof) · RETO WITTWER (CEO, Kempinski Hotels) · PHILIP WOLF (CEO, PhoCusWright Inc.) · MARK WUTTKE (Principal, The Wuttke Group) · PETER YESAWICH (Chairman & CEO, Yesawich, Pepperdine, Brown & Russell)

... and hundreds of other industry leaders and esteemed colleagues.

*Global Spa Summit Board Member



Ulun Danu Temple on Beratan Lake

Registration

The Global Spa Summit registration fee includes:

- A portfolio of 2011 delegate biographies with full contact information
- The 2011 Global Spa Summit country briefing papers
- Copies of all research reports presented during Summit sessions
- Invitations to optional pre- and post-Summit spa and wellness experiences
- Pre-Summit cocktail party and tour of Remède Spa at The St. Regis Bali Resort
- Welcome networking cocktail party and gala dinner at the Laguna Resort & Spa, Nusa Dua
- Three networking luncheons
- All networking coffee breaks
- The third-annual student challenge: "Profitable Spa Design" Competition
- All conference sessions at the Bali Convention Center and the Laguna Resort & Spa, Nusa Dua
- A traditional outdoor Bali evening social/dinner event
- Immediate access to all 2011 Summit session summaries and PowerPoint presentations

The Global Spa Summit registration rates are:

\$2,290 - Delegate rate

For all senior executive invitees

\$695- Spouse/Significant Other rate

A special offer for registered delegates*

To Register Online:

www.globalspasummit.org

To Register by Phone:

+1.212.716.1199

For more information, please visit www.globalspasummit.org or call +1-212-716-1199. For questions or general inquiries, please contact Dulcy Gregory at dulcy@globalspasummit.org.

*Please note that spouses/significant others are invited to attend all conference sessions and social functions; however, they will not receive copies of the conference collateral or the research reports.