

**ASIA SPA INSTITUTE PARTNERS CORNELL UNIVERSITY TO BOOST
THE SPA & WELLNESS INDUSTRY IN THE REGION**

SINGAPORE, 20 June 2006 - Asia Spa Institute announced today its partnership with the prestigious Cornell University to offer its first ever series of executive development programmes. These programmes will focus on the investment, development and management of spa & wellness facilities and how the spa & wellness industry can tap on the burgeoning spa-tourism and medi-spa concepts.

This series of executive development programmes will be conducted regionally with the first course being held in Singapore from October. This inaugural collaborative effort between Cornell University and the Asia Spa Institute offers programmes tailored specifically for the host country's stakeholders to provide them with the skills and knowledge they need for an unparalleled edge and insight into the billion dollar spa & wellness industry.

This course will be conducted by Associate Professor Mary Tabacchi, a member of the teaching faculty in Cornell University's School of Hotel Management. Besides Singapore, this programme will also be conducted in Kuala Lumpur, Tokyo, Dubai and Bangkok.

Aptly named "the mind that launched a thousand spas" Dr Tabacchi is synonymous with the spa & wellness industry. She has 26 years of experience in this industry and is a regular speaker and key authority on spa management issues and trends. She has served on several spa committees and boards, including the International Spa Federation, and has published over 100 papers for the spa and related conferences and publications. In addition to her very hectic schedule, Dr Tabacchi also finds time to contribute as an active leader in the Destination Spa Group Marketing and Advocacy Committee.

The series will bring participants through topics such as how Singapore's upcoming integrated resorts (IR), hospitality & tourism and spa & wellness industries can jointly contribute to Singapore's and the region's vibrant tourism industry. With the advent and the rising popularity of the medi-spa and spa-tourism concept, Professor Tabacchi will also touch on how the region's stakeholders can ride on this next big "wave". Opportunities and challenges faced by the region's stakeholders will also be identified and discussed during the courses. Case studies based on Las Vegas' renowned rags to riches – desert town to world-class resort sensation would also be examined. Participants will be taught how they can tap onto the immense opportunities offered by the region's revamped and thriving tourism industry particularly in the areas of MICE (meetings, incentive, conventions and exhibitions).

"This course is especially useful for someone who is interested in the spa, wellness or tourism industry either as an investor, professional or operator. The programme will equip the stakeholders to take on the challenges and ride the wave of opportunities and growth offered by the revitalised tourism industry" said Dr Tabacchi.

The first such programme will be in Singapore over two days at the NUS Guildhouse in Suntec City from 6 – 7 October 2006. Other cities / dates to look out for are:

Kuala Lumpur	9-11 October 2006
Tokyo	12-14 March 2007
Dubai	21-24 May 2007
Bangkok	September 2007

For more information, please visit www.asiaspa-institute.com or call the event secretariat (Globewerks International at +65 6334 0880).

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