

Singapore

27 June 2006

ASIA SPA INSTITUTE PARTNERS CORNELL UNIVERSITY TO BOOST THE SPA, WELLNESS, TOURISM AND HOSPITALITY INDUSTRY IN THE REGION

Singapore, 27 June 2006 – The Asia Spa Institute is pleased to announce its partnership with the prestigious Cornell University to offer a series of executive development programs. These programs 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 programs 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 offer programs 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, whilst promoting the tourism and hospitality 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 program 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 program 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 program will be held in Singapore over two days – 6 & 7 October 2006 at the NUS Guildhouse in Suntec City. Other cities / dates to look out for are :

Kuala Lumpur 9-11 October 2006
Tokyo 12-14 March 2007
Dubai 21 & 22 May 2007
Bangkok September 2007

For more information, please visit www.asiaspa-institute.com or call the event secretariat (Globewerks International at +65 6323 9234).

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