

Singapore

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A SPA-CIFIC BUSINESS – REDEFINED Spa and Wellness Industry Spur Growth in Parallel Sectors – Tourism, Hospitality, Leisure, Beauty, Health and Medical

The development and growth of the local and regional spa and wellness industry has been likened to that of an unpolished gem; one which, when cleaned, cut and polished has the potential to blind its audience with its reigning brilliance.

The concept of spa is not new; the use of water for therapeutic purposes was an age-old tradition given a new twist to fit the modern world. Those who had the foresight to enter a market awakening to the notion of healthy living and total well-being hit jackpot with the concept, which catapulted into a phenomenal commercial success, world over.

This pursuit of holistic well-being has single-handedly created a spa 'empire' worth millions. Preliminary research conducted by independent research company **Intelligent Spas**, suggests Singapore has approximately 185 spas, which is a growth rate of 82% compared to 2004. The speed of its progression has since facilitated the inclusion of spa as a necessity in today's affluent lifestyles, and opened up a flood gate of new markets and opportunities for parallel sectors.

The commercial success of the spa and wellness industry region-wide proves the viability of a business model which is built on and lies heavily in the premise of *intangible* deliverables. This has opened windows of opportunities for closet entrepreneurs to jump start their investment in the spa business in Asia.

The revenue it generates for both the tourism and hospitality industries is estimated to be worth over S\$500 million in the region and double digit growth is expected to continue every year for the next three years. In addition, the success has also spurred growth in other parallel sectors such as Leisure, Health, Beauty and Medical (healing and preventive), injecting an energy boost for these mature industries. These parallel and mature industries, once independent of each other, now witness the significant increase in their market worth edged on by a holistic and synergistic balance in the fine lines of parallel sector integration.

In aligning its efforts to support the growing industry, the Asia Spa Institute (ASI) has teamed up with New York's Cornell University to develop a series of executive development programs in Asia to address the changes in the evolving spa and wellness sector in the region.

Dr Mary Tabacchi, an Associate Professor from Cornell's School of Hotel Administration will helm this series of development program. Well respected by both the academia and amongst movers and shakers of the industry, Associate Prof Tabacchi has her finger on the pulsating spa anatomy and its corresponding issues – on an international level.

"It is a pleasure to work with the Asia Spa Institute to present this series of seminars. As the spa industry goes through tremendous growth the need for spa management expertise grows with it. Cornell faculty have much to contribute to the business of managing spa operations and working with the Asia Spa Institute provides a great way to connect the expertise of our world-class hospitality business school, based in Singapore and in the US, with this dynamic and exciting industry." Tom Kline, Director of Executive Education, Cornell University School of Hotel Administration.

The program, which will run in five countries starting from Singapore and Malaysia in October 2006, differs country to country as the syllabus are tailored specifically for each 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. The Singapore and Malaysia programs are aptly titled **Integrated Tourism and Resorts** and **Spa Investment, Development and Management** respectively.

"I applaud the Institute's bold step to share such intensive research and knowledge with leading industry players, as this information may very well cut short a steep learning curve in the competitive regional environment", says Dr Theresa Chew, who sits as a board advisor on ASI and is a veteran in the spa and wellness industry.

The ASI-Cornell University program line-up is as follows :

Singapore	6 & 7 October 2006
Kuala Lumpur	9 -11 October 2006
Bangkok	January & March 2007
Tokyo	19 & 20 March 2007
Dubai	May 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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