



## **Industry Sponsors Support Major Research Initiatives for 2011 Global Spa Summit**

*First-ever evidence-based medicine portal for spa and wellness modalities and white paper on wellness and medical tourism to be unveiled. Fairmont Raffles Hotels International, Murad, Red Door Spas, ResortSuite, SpaFinder, Inc., SpaSoft, Westin Hotels and Resorts Worldwide and Yelo Spa providing the generous support*

New York, NY ([PRWEB](#)) April 18, 2011 -- The Global Spa Summit (GSS) today announced that eight industry sponsors are underwriting two major research initiatives to be unveiled at the 2011 Summit (taking place in Bali, Indonesia from May 15-18). The release of new research and industry resources has become a hallmark of each GSS, and this May the wraps will be taken off the world's first Evidence-Based Medicine Portal for Spa and Wellness Modalities, along with a new white paper about how the spa industry best fits into the wellness and medical tourism markets.

Fairmont Raffles Hotels International, Murad, Red Door Spas, ResortSuite, SpaFinder, Inc., SpaSoft, Westin Hotels and Resorts Worldwide and Yelo Spa stepped forward as the supporters of these groundbreaking initiatives.

“This new Evidence-Based Medicine Portal, aggregating the growing number of studies proving many spa and wellness offerings have real, clinically-proven benefits, will provide both consumers and the industry with an accessible, go-to new resource - while the new white paper will help spa businesses evaluate, and capitalize on, the fast-growing medical and wellness tourism sectors,” said Pete Ellis, Chairman of the Board of the GSS. “These companies are supporting crucial new resources that will really help our global industries grow.”

The Evidence-Based Medicine Portal for Spa and Wellness Modalities:

At the 2010 Summit, Dr. Ken Pelletier noted in his keynote address that the spa industry has been far too quiet in trumpeting the evidenced-based data that supports so many spa approaches. While thousands of clinical studies attest to the benefits of massage, yoga, meditation, and acupuncture, etc., the information has not been readily accessible before this new database.

Several well-known doctors and selected industry professionals will curate the existing evidence from a wide variety of reputable databases, and it will be available as a free resource to all. It will function as a “living, breathing” project, with users having the ability to contribute studies and information, and advanced functionality being added in future stages of development.

White Paper – Wellness Tourism & Medical Tourism: Where Do Spas Fit?

Health, wellness and medical tourism are rapidly emerging sectors worldwide, and local and national governments, and private enterprises, are forging strategies to attract these new tourism dollars – and this new breed of traveling consumers - to their markets.

The Summit white paper presents an overview of how the public and private tourism sectors across the globe are organized for these arenas, while analyzing twelve case studies that reveal the most effective (and ineffective) models. A key focus of the research is how spas best, and most profitably, fit into these new



markets.

#### About the Industry Sponsors:

**Fairmont Raffles Hotels International:** A leading global hotel company with over 85 hotels worldwide under the Raffles, Fairmont and Swissôtel brands. The Canada-based company also owns Fairmont and Raffles branded Residences, Estates and luxury private residence club properties. [www.frhi.com](http://www.frhi.com)

**Murad:** Murad's global headquarters in Los Angeles are home to the Murad Medical Group, Murad Labs and the Murad Inclusive Health Center®. This latest development from the pioneer of doctor-branded skin care transcends traditional day spas by combining clinically proven skin and body care treatments with spa services in a seamless environment. Murad's skincare products are sold in over 33 countries worldwide. The company was the exclusive sponsor of a landmark 2010 GSS research initiative, SRI International's "Spas and the Global Wellness Market: Synergies and Opportunities." [www.murad.com](http://www.murad.com)

**Red Door Spas:** Celebrating 100 years of beauty expertise in 2010, the renowned Red Door Spas is a day spa industry leader, promoting the legendary techniques of Ms. Elizabeth Arden. Her fundamental belief that beauty should be "an intelligent union of nature and science to develop one's finest natural assets," is carried out through unique treatments and services, made with advanced ingredients and delivered with technical expertise. The company has 31 day spa and resort locations nationwide. [www.reddoorspas.com](http://www.reddoorspas.com)

**ResortSuite:** For over a decade Canada-based ResortSuite software has managed guest information and streamlined operations for some of the most prestigious spas, clubs, hotels and resorts in the world. The software is built on a guest-centric technology platform that enables properties to manage their business more efficiently and provide exceptional customer service. ResortSuite also includes data mining capabilities and integrated one-to-one e-Marketing, Social Networking, Web and Mobile user experiences - and includes integrated modules for Spa, PMS, Club, Golf, Retail, F&B, Catering, Ski, and Concierge on an Oracle database. [www.resortsuite.com](http://www.resortsuite.com)

**SpaFinder, Inc.:** The world's largest spa/wellness media, marketing, and gifting company, SpaFinder connects consumers with spas and wellness businesses worldwide. SpaFinder's initiatives include the award-winning SpaFinder.com, Club Spa; the annual NewBeauty SpaFinder Guide to Global Spa, Wellness & Beauty; Wellness Week™ and SpaRahRah!. SpaFinder Gift Cards are redeemable at over 9,000 locations in 79 countries. Founded in 1986, the privately held company is headquartered in Manhattan. [www.spafinder.com](http://www.spafinder.com)

**SpaSoft:** Developed specifically for the spa industry, SpaSoft is a user-friendly system that facilitates total spa management. SpaSoft interfaces with various systems – including property management systems, credit card and gift card processors, back office systems, membership billing and other PAR Springer-Miller technologies – to create a seamless flow of guest-centric information. [www.springermiller.com](http://www.springermiller.com)

**Westin Hotels and Resorts Worldwide:** With 170 upper upscale hotels, resorts and residences in more than 36 countries, the Westin atmosphere is designed as one of calm, comfort and care. Signature brand components include an exclusive Superfoods program, the WestinWORKOUT (offering many options for cardio, strength and stretching), the Heavenly Bath, and their world-renowned Heavenly Bed. As one of the first global brands to offer in-room spa treatments at every property and implement a smoke-free initiative, Westin nurtures guest wellbeing while making a healthful stay luxuriously enjoyable. [www.westin.com](http://www.westin.com)



Yelo Spa: New York City's Yelo Spa was created and designed as a sanctuary to help urbanites deal with the pressures of modern life through a unique combination of spa and wellness treatments. The spa features cocoon-like, customizable rooms called YeloCabs, and specializes in reflexology, massage, aesthetic services and powernaps. [www.yelospa.com](http://www.yelospa.com)

2011 Summit registration can be accessed at: <https://www.cvent.com/events/the-2011-global-spa-summit/registration-7b1d0897311b404c9e4ecf14c664eb9a.aspx>

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About Global Spa Summit: The Global Spa Summit is an annual event that attracts top-level executives and leaders from around the world with an interest in the spa and wellness industries. Delegates from diverse sectors including hospitality, tourism, finance, medicine, real estate, manufacturing, technology, consulting, products and other related industries attend this intimate, high-level gathering focused on advancing the spa and wellness sectors. The Summit has been responsible for some of the most important recent spa industry research, including the landmark Global Spa Economy Report and Spas and the Global Wellness Market: Synergies and Opportunities (both conducted by SRI International). The Summit was honored as the "Spa Event of the Year" for both 2009 and 2010 by AsiaSpa magazine's awards program. The 2010 conference in Istanbul, Turkey, attracted a record number of delegates (40 different countries, from all continents).

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