

# 2009 Global Spa Summit Agenda

## "The Power of Collaboration"

SUNDAY, MAY 17TH:

9:00am – 6:00pm  
Outside La Salle Côté Jardin

CONFERENCE CHECK-IN & REGISTRATION

3:00pm – 6:00pm  
Front Desk  
Victoria-Jungfrau  
Grand Hotel

HOTEL CHECK-IN AT THE VICTORIA-JUNGFRAU GRAND HOTEL & SPA

10:00am  
La Salle Côté Jardin

"SPA OF THE FUTURE" STUDENT STRATEGY CHALLENGE COMPETITION  
An Innovative Spa Concept that Appeals to the 21-30 Year Old Markets

*Student Teams Presenting from:*

**The Ecole hôtelière de Lausanne** (Lausanne, Switzerland)

**Institut de Management Hôtelier International** (Paris, France)

*Judging Panel:*

**Susan Harmsworth**, Founder and CEO, ESPA International, United Kingdom

**Wolf Hengst**, Chairman, Wahanda, United Kingdom

**Hirokazu Iida**, President, Shuei UpGrades Co.,Ltd., Japan

**Samir Patel**, Managing Director, Six Senses Spas and Resorts, Thailand

**Ada Polla**, President & CEO, Alchimie Forever, Switzerland/U.S.

2:00pm – 3:30pm

PRE-SUMMIT COLLABORATIVE PROBLEM-SOLVING SESSIONS ROUND 1  
These are informal pre-Summit gatherings open to all delegates who would like to meet and exchange ideas on a particular subject with the common goal of improving performance for the spa and wellness industry as a whole.

La Salle Ruchti

*Design Collaboration*

Chaired by **Anna Bjurstam**, Raison d'Être with **Susan Harmsworth**, ESPA International  
What can we accomplish together that we cannot accomplish alone?

La Salle Seiler

*Human Capital Collaboration*

Chaired by **Mary Tabacchi**, Cornell University of Hotel Administration and

**Demian Hodari**, École hôtelière de Lausanne

What can we accomplish together that we cannot accomplish alone?

La Salle Davinet

*Product Houses Collaboration*

Chaired by **Geraldine Howard**, Aromatherapy Associates

What can we accomplish together that we cannot accomplish alone?

3:30pm – 4:30pm  
La Salle Côté Jardin

SPEAKER/MODERATOR/PANELIST LOGISTICS MEETING

4:30pm – 6:00pm

PRE-SUMMIT COLLABORATIVE PROBLEM-SOLVING SESSIONS ROUND 2  
These are informal pre-Summit gatherings open to all delegates who would like to meet and exchange ideas on a particular subject with the common goal of improving performance for the spa and wellness industry as a whole.

La Salle Ruchti

*Medicine and Spa Collaboration*

Chaired by **Dr. Geraldine Mitton**, Independent Medical Consultant with  
**Dr. Marc Cohen**, RMIT University  
What can we accomplish together that we cannot accomplish alone?

La Salle Seiler

*Marketing Collaboration*

Chaired by **Anne McCall Wilson**, Fairmont Raffles Hotels International  
What can we accomplish together that we cannot accomplish alone?

La Salle Davinet

*Spa Associations Collaboration*

Chaired by **Samantha Foster**, Asia Pacific Spa and Wellness Coalition and  
**Marion Schneider**, Chair, British International Spa Association  
What can we accomplish together that we cannot accomplish alone?

6:00pm – 6:45pm  
Les Colonnades & Atrium

WELCOME COCKTAIL RECEPTION  
Sponsored by Technogym (Italy)

7:00pm  
La Salle de Versailles

WELCOME DINNER: LA SALLE DE VERSAILLES

8:15pm  
La Salle de Versailles

WELCOME AND REMARKS

*The Global Spa Summit Board of Directors*

**Emanuel Berger**, CEO, Victoria-Jungfrau Collection, Switzerland

*Personal Reflections on the “Power Of Collaboration”*

**Adolf Ogi**, Former President of Switzerland and United Nation’s Special Adviser on Sport for Development and Peace

*Announcement of the winning team from the Student Strategy Challenge*

**Ada Polla**, President & CEO, Alchimie Forever, Switzerland/United States

9:15pm  
La Salle de Versailles

CLOSING REMARKS

9:30pm  
Victoria Bar

AFTER DINNER GET-TOGETHER: Let’s Continue the Conversation . . .

## MONDAY, MAY 18TH:

7:00am – 8:30am  
La Terrasse Restaurant

BREAKFAST BUFFET OVERLOOKING THE JUNGFRAU PEAK  
(For delegates staying at the Victoria-Jungfrau Grand Hotel & Spa)

8:30am – 9:00am  
La Salle Côté Jardin

WELCOME AND ANNOUNCEMENTS  
*Meet the Afternoon Breakout Session Leaders*

9:00am – 10:15am  
La Salle Côté Jardin

GENERAL SESSION: GLOBAL SPA AND WELLNESS INDUSTRY BRIEFING  
*Update on the Impact of the Economic Crisis on the Spa & Wellness Industry around the World*

### EUROPE:

Austria: **Dr. Franz Linser**, Founder, Linser & Partner GmbH, Austria  
Bulgaria: **Stanimir Stankov**, Chairman, NAST, Bulgaria  
Croatia: **Sandra Skoblar**, Founder, NoviSpa Academy, Croatia  
France: **Ghislain Waeyaert**, International Director of Spa, Clarins, France  
Hungary: **Dr. Tamas Varhelyi**, Associate Professor, Szolnoki Foiskola, Hungary  
Italy: **Barbara Gavazzoli**, Intl Marketing & Education Director [comfort zone], Italy  
Russia: **Elena Bogacheva**, CEO, SpaPriori, Russia  
Scandinavia: **Kerstin Florian**, President, Kerstin Florian International, U.S  
Spain: **Joaquin Serra**, Senior Executive Vice President, Natura Bissé International, Spain  
Switzerland: **Martine Fehr**, Spa Director, Victoria-Jungfrau Grand Hotel & Spa, Switzerland  
United Kingdom: **Kevin Turnbull**, Chief Executive, SpaFinder Europe, United Kingdom

### THE MIDDLE EAST/AFRICA:

Ghana/West Africa: **Dzibordi K. Dosoo**, CEO, Allure Africa, Ltd, Ghana  
Morocco: **Majda Berrada**, Founder, Moroccan Spa Association, Morocco  
South Africa: **Rob Cowling**, Managing Director, Queensgate Wellness, South Africa  
UAE: **Elmar Nagele**, CEO, Thermarium Baeder-Bau, Abu Dhabi

### ASIA-PACIFIC:

China: **Fifi Kao**, Editor-in-Chief, SpaChina, China  
Hong Kong: **Neil Orvay**, CEO, Sense of Touch Day Spas, Hong Kong  
India: **Jeff Butterworth**, Jumeirah Group Wellness Director, Jumeirah, UAE  
Japan: **Tomonori Maruyama**, Chief Researcher, Mistui Knowledge Industry, Japan  
Singapore: **Jennifer Ng**, Business Development Director, Spa Botanica Pte Ltd, Singapore  
Thailand: **Naim Maadad**, Managing Director, Mspa International, Thailand

### AMERICAS:

Canada: **Frank Pitsikalis**, President & CEO, ResortSuite, Canada  
The Caribbean: **Kimberley Matheson**, President, Natural Resources Spa Consulting, U.S  
Latin America: **Alfredo Carvajal**, Senior Vice President, Universal Companies, U.S  
United States: **Susie Ellis**, President, SpaFinder, Inc., U.S

10:15am – 10:30am  
La Salle Côté Jardin

SNAPSHOT SURVEY:  
Anonymous Audience Polling  
Questions Regarding Revenues, Challenges, Opportunities, Predictions: 2009 vs. 2008

10:30am – 11:00am  
Les Colonnades & Atrium

NETWORKING BREAK

11:00am – 11:45am  
La Salle Côté Jardin

GENERAL SESSION

*Hot Off the Press – Introducing the Latest Global Industry Data and Research*

Industry: Intelligent Spas' Global Benchmark Report 2009

**Stu Garrow**, Co-Founder, Intelligent Spas, Singapore

Consumer: ISPA's Global Consumer Data 2008

**Sharilyn Abbajay**, Treasurer, ISPA and COO, Neill Corporation, United States

11:45am – 12:30pm  
La Salle Côté Jardin

KEYNOTE SPEAKER:

*Individualistic Luxury*

**Reto Wittwer**, President & CEO, Kempinski Hotels, Switzerland

Introduction by **Anna Bjurstam**, Managing Director, Raison d'Étre, Sweden

12:30pm – 1:45pm  
La Terrasse Restaurant

LUNCH: CONTINUING THE COLLABORATION

Sponsored by ESPA International (United Kingdom)

Various timely themes and topics at the table of your choice:

*Anti-Aging* - **Helena Baranova**

*Appealing to Gen X and Gen Y* - **Anni Hood**

*The Arab Spa Consumer* - **Daniella Russell**

*Creativity* - **Monica Risenius**

*Distribution Dilemmas* - **Davide Bollati**

*Does Detox Sell?* - **Umit Yasar Atalay**

*E-Commerce: Spa Retail Online* - **Ed Johnson**

*The Future of Luxury* - **Lena Kasfiki-Livanidou**

*Future Spa Design* - **Knut Bungen**

*Getting out of the Rat Race* - **Isabelle Nordmann**

*Global Marketing Strategies* - **Charlie Harmsworth**

*High Altitude Wellness* - **Dr. Franz Linser**

*History of Clinique La Prairie* - **Yael Bruigom**

*Launching a New Business* - **Tarja Visan**

*Luxury* - **Yoriko Soma**

*Men & Spas* - **Tom Wilscom**

*Organic vs. Synthetic* - **Franz Dannhauser**

*Raising Capital* - **Werner Ettl**

*Social Networking* - **Thomas Rossler**

*Spas & Hotel Profitability* - **Hans-Rudolf Ruetti**

*Spas and the Sex Issue* - **Jeff Matthews**

*Spa Tourism* - **Terry Stevens**

*Stressing De-stress* - **Bija Bennett**

*True Hospitality* - **Emanuel Berger**

*Water* - **Iain Trousdell**

*Yield Management* - **Sonal Uberoi**

1:45pm – 2:15pm  
La Salle Côté Jardin

GENERAL SESSION:  
*Medical Hydrology, Balneotherapy, Thalassotherapy and Spa Therapy: Understanding How Research which Validates Spa Therapies can Greatly Increase your Bottom Line*

**Dr. Zeki Karagulle**, President, International Society of Medical Hydrology and Climatology, Turkey

Introduction by **Dr. Geraldine Mitton**, Independent Medical Consultant, South Africa

2:15pm – 2:30pm  
La Salle Côté Jardin

GENERAL SESSION:  
*Corporate Social Responsibility*  
**Francesco Saccomandi**, Executive International Marketing Manager Home & Hospitality, Technogym, Italy

2:30pm – 3:30pm  
La Salle Côté Jardin

GENERAL SESSION: SHOUT OUT PANEL (with audience participation)  
*Let me tell you what has been bothering me lately....*  
*Moderator: Pete Ellis*, Chairman & CEO, SpaFinder, Inc., United States  
*Kicking Things Off:*  
**Laurence Boulet**, Director of Spa Development, ACCOR, France  
**Jocelyn Dubuc**, General Manager, Spa Eastman, Canada  
**Susan Harmsworth**, Founder & CEO, ESPA International, United Kingdom  
**Sylvia Sepielli**, Founder, Sylvia Planning And Design, United States

3:30pm – 4:00pm  
Les Colonnades & Atrium

COFFEE BREAK

4:00pm – 5:00pm  
La Fontaine 1 & 2

CONCURRENT BREAKOUT SESSIONS:  
*Galvanizing Interest in & Understanding Hydro/Thermal Spa Experiences to Increase Profits*  
*Moderator: Ingo Schweder*, Managing Director, Spatality International, Thailand  
*Roundtable Experts:*  
**Don Genders**, Managing Director, Design for Leisure, UK/US  
**Paul Haslauer**, General Manager, Haslauer GmbH, Germany  
**Rolf Longree**, Managing Director, Lux Elements GmbH, Germany  
**Elmar Nagele**, CEO, Thermarium Baeder-Bau GmbH, Austria  
**Peter Rietveld**, Managing Director, Barr + Wray, United Arab Emirates  
**Stefan Schollhammer**, CEO, Klafs GmbH & Co., Germany  
**Rudolf Christian Sommerhuber**, Managing Director, Sommerhuber, Austria

La Salle Ruchti

*Spas and the Internet or Wellness Online. How is it Shaping the Industry Today?*  
*Moderator: Anne McCall Wilson*, VP Spas, Fairmont Raffles Hotels Intl, Canada  
*Panelists:*  
**Lopo Champalimaud**, CEO & Co-Founder, Wahanda, United Kingdom  
**Daniel Lizio-Katzen**, Managing Director, Spa-Booker, U.S  
**Frank Pitsikalis**, President & CEO, Resort Suite, Canada  
**Kevin Turnbull**, Chief Executive, SpaFinder Europe, United Kingdom

La Salle Seiler

*What are Schools Teaching? What do Operators Want? Do they match up?*

*Moderator: Mia Kyricos*, Director, Global Spa Brands & Programming, Starwood, U.S.

*Education Panelists:*

**Raoul Andrews**, President, International Hotel Spa Academy, United States

**Christopher Norton**, Director of External Relations, EHL, Switzerland

**Harry Singh**, Student, Elmcrest College of Spa Management, Canada

*Operations Panelists:*

**Dr. Bradford Chase Webber**, COO of Spas, Kempinski Hotels, Switzerland

**Tarja Visan**, Founder, CEO, George-V-Spa, France

La Salle Davinet

*Seven Secrets of Ongoing Success in "Medical Tourism"*

**Andreas Wieser**, Managing Director, Lanserhof Health & Medical Centre, Austria

5:00pm – 6:45pm

FREE TIME

7:00pm

MEET AT VICTORIA-JUNGFRAU LOBBY TO TRAVEL THE FEW MINUTES TO LAKE THUN

7:15pm – 8:15pm

SHORT COCKTAIL CRUISE ON LAKE THUN

8:30pm

DINE-A-ROUND INTERLAKEN

## TUESDAY, MAY 19TH:

7:00am – 8:30am  
La Terrasse Restaurant

BREAKFAST BUFFET OVERLOOKING THE JUNGFRAU PEAK  
(For delegates staying at the Victoria-Jungfrau Grand Hotel & Spa)

8:30am – 9:00am  
La Salle Côté Jardin

WELCOME AND ANNOUNCEMENTS  
*Meet Today's Breakout Session Leaders*

9:00am – 9:45am  
La Salle Côté Jardin

GENERAL SESSION:  
*Global Hotel Overview and Spa STAR Benchmarks*  
**Jan Freitag**, VP Global Development, Smith Travel Research, United States  
  
*The Contribution of Spas to Hotel Operating Performance – An International Study*  
**Theresa Jaeger**, Student, the Ecole hôtelière de Lausanne, Switzerland with Cornell School of Hotel Administration, United States

9:45am – 10:45am  
La Salle Côté Jardin

GENERAL SESSION: PRESENTATIONS  
*Medical Tourism and the Role of Spas: Seizing the Opportunities!*  
*Introductions:* **Susie Ellis**, President, SpaFinder, Inc., United States  
*Presenters:*  
**Cynthia Carrion-Norton**, Undersecretary, Philippine Department of Tourism, Philippines  
**Renee-Marie Stephano**, Founder, Medical Tourism Association and Editor-In-Chief, Medical Tourism Magazine, United States  
**Dr. David Vequist, IV**, Director, Center for Medical Tourism Research, United States

10:45am – 11:15am  
Les Colonnades & Atrium

NETWORKING BREAK

11:15am – 12:15pm

CONCURRENT BREAKOUT SESSIONS

La Fontaine 1 & 2

*Roundtable: Medical Wellness / Lifestyle Enhancement / Medical spas: What's the Future?*  
*Moderator:* **Dr. Geraldine Mitton**, Medical Spa Consultant, South Africa  
*Round Table Experts:*  
**Eva Adamer-König**, Principal, FH JOANNEUM University of Applied Science, Austria  
**Renate Brune**, CEO, Brune Group, Germany  
**Nicola Fortunati**, General Manager, STB Group, Italy  
**Dr. Mario Krause**, Medical SPA Scientific Director, World Society of Anti-Aging Medicine, Germany  
**Dr. Franz Linser**, CEO, Linser & Partner Consulting GmbH, Austria  
**Dr. Tamas Varhelyi**, Associate Professor, Szolnoki Foiskola, Hungary  
**Dr. David Wong**, Medical Consultant, Health Integration Center/Bangkok MediPlex, U.S



La Salle Ruchti	<p><i>How Shining a Spotlight on Water Can Energize our Industry</i>  Moderator: <b>Dr. Marc Cohen</b>, Professor, RMIT University, Australia  Panelists:  <b>Ian Lyons</b>, Chairman, the Private Spa, Indonesia  <b>Iain Trousdell</b>, Co-Founder, Healing Water Institute, New Zealand  Contributors:  <b>Marion Schneider</b>, CEO, Toskanaworld GmbH, Germany  <b>Henk Verschuur</b>, Managing Director, Thermae Bath Spa, United Kingdom</p>
La Salle Seiler	<p><i>Debate: Branded Spa vs. Non-Branded Spa. Which Gives the Best ROI?</i>  Debate Moderator: <b>Mary Tabacchi</b>, Professor, Cornell University, United States  Branded Spa:  <b>Mia Kyricos</b>, Director, Global Spa Brands &amp; Programming, Starwood, U.S.  <b>Jeff Matthews</b>, President &amp; COO, Mandara Spa, Indonesia  Non-Branded Spa:  <b>Wolf Hengst</b>, Former President of Worldwide Operations, Four Seasons, U.S  <b>Samir Patel</b>, Managing Director, Six Senses Spas &amp; Resorts, Thailand</p>
La Salle Davinet	<p><i>Managing Multiple Operations: Insights from the Day Spa Arena</i>  Moderator: <b>Edwin Neill</b>, CEO, Neill Corporation, U.S  Panelists:  <b>Dzibordi Dosoo</b>, CEO Allure Africa Limited, Ghana  <b>Teresa McKee</b>, COO, Red Door Spa Holdings, United States  <b>Neil Orvay</b>, CEO, Sense of Touch Day Spas, Hong Kong</p>

12:15pm – 1:30pm  
La Terrasse Restaurant

LUNCH

1:30pm – 2:30pm

CONCURRENT BREAKOUT SESSIONS

La Salle Ruchti	<p><i>What do the Profit Numbers look like for Resort Spas, Hotel Spas, Day Spas and Medical Spas around the World?</i>  Moderator: <b>Woody Wade</b>, Managing Director, Wade &amp; Co., Switzerland  Panelists:  <b>Alison Howland</b>, President, Spa Success Consultants, United States  <b>Naim Maadad</b>, Managing Director, MSpa International, Thailand  <b>Tracey Sameyah</b>, President, Murad Integrative Health Center, Murad, United States  <b>Ingo Schweder</b>, Managing Director, Spatality, Thailand</p>
La Salle Davinet	<p><i>Beauty Industry Developments Impacting Spa and Wellness</i>  <b>Jacqueline Clark</b>, Principal, Diagonal Reports, Ireland</p>
La Salle Seiler	<p><i>Roundtable Discussion: Is there room for Sustainability, Social Responsibility, and Community Initiatives during Turbulent Economic Times?</i>  Moderator: <b>Dr. Marc Cohen</b>, Professor, RMIT University, Australia  Panelists:  <b>Joerg Demuth</b>, President, The Organic Spa, Germany  <b>Motti Essakow</b>, Founder, OmWard Bound, Canada  <b>Dr. Geraldine Mitton</b>, Magic Hands for Visually Impaired, South Africa  <b>Mark Walton</b>, Managing Director, VOYA, Ireland</p>



2:35pm – 3:20pm  
La Salle Côté Jardin

GENERAL SESSION:  
*Luxury vs. Necessity – Lessons We Can Learn from Lipstick, Candy and Disney*  
**Cathy Chon**, Managing Director, CatchOn & Co., Hong Kong

3:20pm – 3:50pm  
La Salle Côté Jardin

GENERAL SESSION:  
*Looking at Partners and Partnerships Models*  
  
*Switzerland: Wellness with a Plus*  
**Juerg Schmid**, President, Switzerland Tourism, Switzerland  
  
*Nicaragua*  
**Michael Navas**, Legal Advisor, Pro Nicaragua, Nicaragua

3:50pm – 4:15pm  
La Salle Côté Jardin

CATCHING UP: BRIEFINGS FROM SESSIONS YOU MISSED  
*Key Points from Sunday's Pre-Summit Meetings & Monday and Tuesday's Breakout Sessions*

4:15pm – 5:15pm  
La Salle Côté Jardin

GENERAL SESSION: PANEL/PRESENTATION  
*Looking Toward the Future*  
*My Crystal Ball: What do I see?*  
*Moderator: Richard Dusseau*, CEO & President, Spatality, U.S  
*Panelists:*  
**Helena Baranova**, President, European Institute of Personalized Prevention, France  
**Paul Elmslie**, Managing Director, HealthCert & Humantra, Australia  
**Andrew Lane**, CEO, Spa and Salon International Ltd., United Kingdom  
**Winners of the Spa of the Future Student Strategy Challenge**

5:15pm – 5:30pm  
La Salle Côté Jardin

GENERAL SESSION  
*Sharing Insights*

5:30pm – 6:00pm  
La Salle Côté Jardin

CLOSING REMARKS & CHAMPAGNE TOAST

## POST-SUMMIT OPTIONS WEDNESDAY, MAY 20TH:

LAUSANNE

POST-SUMMIT EDUCATION DAY AT THE ECOLE HOTELIERE DE LAUSANNE (EHL)

7:45am

BUS DEPARTS FOR LAUSANNE

10:00am

ARRIVE IN LAUSANNE AT THE ECOLE HOTELIERE DE LAUSANNE  
*Cappuccinos, croissants, and healthy snacks*

10:15am – 11:00am

WELCOME AND OPENING REMARKS  
**Ruud Reuland**

PLENARY SESSION #1

*Spas and Hotels: Industry Data and the Collaboration Challenge*

**Jan Frietag**, VP of Global Development, Smith Travel Research

**Demian Hodari**, Ecole hôtelière de Lausanne Professor

11:15am – 12:30pm

BREAKOUT SESSION #1

*Session 1A: For Hotelieres*

*The Global Economy, The Global Wellness Economy, International Spa Trends & Spa Marketing Best Practices*

Instructor: **Ingo Schweder**, Managing Director, Spatality, Thailand

*Session 1B: For Spa Professionals*

*Hotel Industry Outlook: Structure and Current Trends*

Instructor: **Macy Marvel**, EHL Faculty Member

12:30pm – 2:00pm

GASTRONOMIC LUNCH AND TOUR OF EHL

2:15pm – 3:30pm

BREAKOUT SESSION #2

*Session 1A: For Hotelieres:*

*The Complexity of Spa Operations and Human Resource Management*

Instructors: **Susan Harmsworth**, Founder & CEO, ESPA International, United Kingdom

**Anne McCall Wilson**, Vice President Spas, Fairmont Raffles Hotels International, Canada

*Session 1B: For Spa Professionals*

*The Complexity of Hotel Operations and Human Resource Management*

Instructor: **Knut Rupprecht**, EHL Faculty Member

3:45pm – 4:30pm PLENARY SESSION #2 “THINK TANK”  
*What have we Learned? How can the Industry’s Professionals Collaborate Further?*  
**Demian Hodari**, Ecole hôtelière de Lausanne Professor  
**Marc Cohen**, Professor, RMIT University, Australia

4:30pm – 5:30pm DEPARTING APERITIF WITH ECOLE HOTELIERE DE LAUSANNE STUDENTS  
OR TOUR OF EHL

5:30pm DRIVE TO CLINIQUE LA PRAIRIE (MONTREUX)

6:00pm – 8:00pm CLINIQUE LA PRAIRIE SPA TOUR & COCKTAIL RECEPTION

OR

GENEVA POST-SUMMIT MEDICAL SPA TOUR AT FOREVER LASER INSTITUT  
SHOPPING & LUNCH BY THE LAKE

8:00am BUS DEPARTS FOR GENEVA

11:00am ARRIVE IN GENEVA AT THE FOREVER LASER INSTITUT  
*Coffee and Refreshments for all participants*

11:00am – 12:00pm GUIDED VISIT OF FOREVER LASER INSTITUT

12:00pm – 2:00pm LUNCH BY LAKE GENEVA

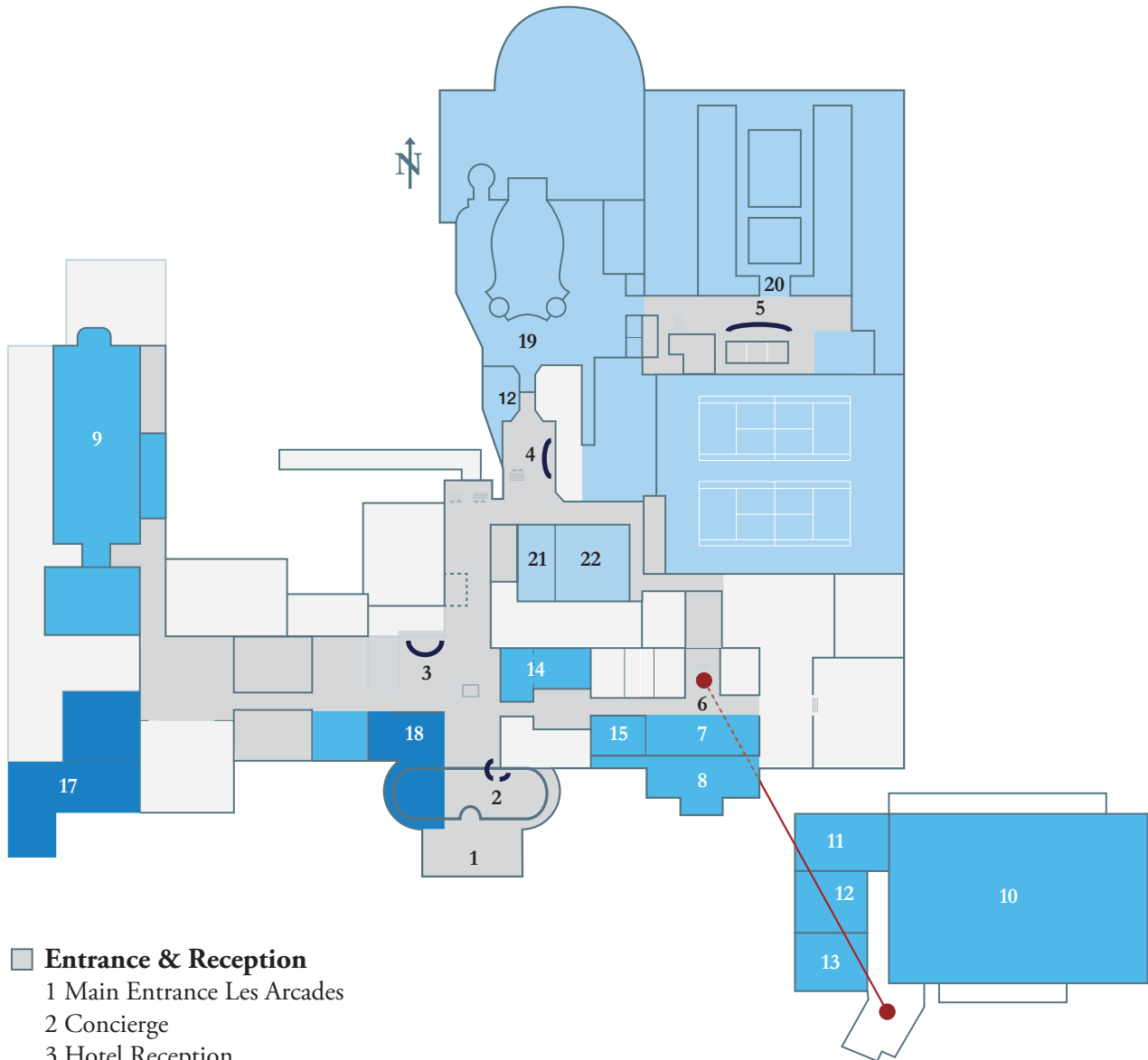
2:00pm – 4:00pm COMPLIMENTARY MINI-FACIALS  
or  
FREE TIME ON RUE DU RHONE

4:00pm DRIVE TO CLINIQUE LA PRAIRIE (MONTREUX)

6:00pm – 8:00pm CLINIQUE LA PRAIRIE SPA TOUR & COCKTAIL RECEPTION



# Map



*Lower level with winter garden*

## ■ Entrance & Reception

- 1 Main Entrance Les Arcades
- 2 Concierge
- 3 Hotel Reception
- 4 Clarins Beauty Center & Spa Reception
- 5 ESPA Reception
- 6 Entrance To Meeting

## ■ Rooms Meeting & Banquet Rooms

- 7 Les Colonnades (Sunday Welcome Cocktail Reception)
- 8 Atrium (Sunday Welcome Cocktail Reception)
- 9 La Salle De Versailles (Sunday Welcome Dinner)
- 10 La Salle Côté Jardin (General Session Room)
- 11 La Salle Ruchti (Breakout Room)
- 12 La Salle Seiler (Breakout Room)
- 13 La Salle Davinet (Breakout Room)
- 14 La Fontaine 1&2 (Breakout Room)
- 15 La Pendule (Internet Café)

## ■ Restaurants & Bars

- 17 La Terrasse (Monday & Tuesday Lunch)
- 18 Victoria-Bar

## ■ Victoria-Jungfrau Spa

- 19 Pool, Sauna & Steam
- 20 ESPA Body & Face Treatments
- 21 Clarins Beauty Center
- 22 Fitness & Sports

## General Information:

### **TRANSPORTATION FOR MONDAY NIGHT LAKE CRUISE:**

Please meet at 6:45pm on Monday in the lobby of the Victoria-Jungfrau hotel, where transportation will await to take you to Lake Thun, which is a short ride away. There will also be transportation available for the return trip to the Victoria-Jungfrau hotel.

### **TRANSPORTATION FOR POST-SUMMIT ACTIVITIES:**

Transportation will be provided for those delegates traveling to Lausanne for the Ecole hôtelière de Lausanne education day and for the Forever Laser Institut trip to Geneva\*. If you are participating in either trip, please meet in the Victoria-Jungfrau lobby at 7:45AM on Wednesday, May 20th. Transportation will be available from Geneva to Montreux, and from Lausanne to Montreux, for those wishing to continue on to the Clinique La Prairie cocktail party.

\*If you have questions about your participation in any of the post-Summit experiences, please visit the registration desk for more details.

### **INTERNET CAFÉ:**

Computers with internet access are available for all Summit delegates on Monday and Tuesday, in La Pedule, which is located just across the hall from the L'Amabassadeur room. (See map for more details.)

### **USB FLASH DRIVES:**

The following research reports have been made available to you on a 2009 Global Spa Summit USB flash drive, thanks to the Plenary Research Partner, Murad:

- ◇ Global Spa Benchmark Program (Intelligent Spas)
- ◇ ISPA 2008 Global Consumer Study (ISPA)
- ◇ Spa STAR - Luxury Spa Performance Statistics (Smith Travel Research)
- ◇ The Contribution of Spas to Hotel Operating Performance – An International Study (Ecole Hoteliere de Lausanne and Cornell Hotel School)
- ◇ Beauty Industry Developments Impacting Spa and Wellness (Diagonal Reports)
- ◇ Does Green Sell in Asia? (CatchOn & Co.)
- ◇ Global Spa Industry Briefings (Russia & Italy)

### **PRESENTATIONS:**

The presentations from this year's Global Spa Summit will be made available to all delegates, after the conclusion of the event, through a secure log-in section at [www.globalspasummit.org](http://www.globalspasummit.org).

### **HALF-PRICED SPA TREATMENTS:**

Delegates staying at the Victoria-Jungfrau Grand Hotel & Spa are invited to book treatments at the Victoria-Jungfrau Spa at a 50% discount. Please contact the spa directly to book appointments.

### **CONTACT INFORMATION:**

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Claudia Hugentobler, +44.33.828.2605, [c.hugentobler@victoria-jungfrau.ch](mailto:c.hugentobler@victoria-jungfrau.ch)

## *Dine-A-Round Interlaken Options*

Each delegate (and spouse) will receive a 75CHF voucher to spend as they please on Monday evening for dinner. Delegates may redeem their voucher at the Victoria-Jungfrau front desk, located in the main lobby. Below is a list of Interlaken restaurants, within close proximity to the Victoria-Jungfrau, which are open on Monday evening for dinner:

### FINE DINING

#### ◇ **Victoria-Jungfrau Brasserie**

Victoria-Jungfrau Hotel  
Hoheweg 41  
3800 Interlaken  
Open: 7:00pm – 10:00pm.

#### ◇ **Restaurant Citti Vecchia**

Unt. Gasse 5  
3800 Unterseen  
Tel. 033.822.17.54  
Open: 6:00pm to 10:00pm

#### ◇ **Restaurant Bellini**

Hotel Metropole  
Hoheweg 37  
3800 Interlaken  
Tel. 033.828.66.66  
Open: 6:30pm – 11:00pm

### CASUAL DINING

#### ◇ **La Patateca**

Victoria-Jungfrau Hotel  
Hoheweg 41  
3800 Interlaken  
Open: 8:00am – 11:00pm

#### ◇ **Restaurant El Azteca**

Jungfraustrasse 30  
3800 Interlaken  
Tel. 033.822.71.31  
Open: 11:30am – 1:30pm  
6:00pm – 11:30pm

#### ◇ **Restaurant West-End**

Rugenparkstrasse 2  
3800 Interlaken  
Tel. 033.822.17.44  
Open: 6:00pm – 10:00pm

#### ◇ **Pizzeria Da Rafmi**

Höheweg 2  
3800 Interlaken  
Tel. 033.822.53.83  
Open: 10:30am – 11:30pm

#### ◇ **Restaurant Spice India**

Postgasse 6  
3800 Interlaken  
Tel. 033 821 00 91  
Open: 6:00pm – 10:00pm

#### ◇ **Restaurant Laterne**

Obere Bönigstrasse 18  
3800 Interlaken  
Tel. 033.822.11.41  
Open: 11:00am – 2:00pm  
5:00pm – 10:00pm

#### ◇ **Restaurant Chalet Oberland**

Postgasse 1  
3800 Interlaken  
Tel. 033.827.87.87  
Open: 12:00pm – 2:00pm  
6:00pm – 10:00pm

#### ◇ **WineArt**

Höheweg 94  
3800 Interlaken  
Tel. 033.823.73.74  
Open: 5:00pm – 11:30pm

#### ◇ **Confiserie & Grand**

Restaurant Schuh  
Höheweg 56  
3800 Interlaken  
Tel. 033.888.80.50  
Open: 9:00am – 11:30pm

### BARS

#### ◇ **Victoria- Bar**

Victoria-Jungfrau Hotel  
Hoheweg 41  
3800 Interlaken  
Open: 10:00am – 1:00am

#### ◇ **Brasserie 17**

Rosenstrasse 17  
3800 Interlaken  
Tel. 033.822.32.25  
Open: 8:30am – 12:30am

#### ◇ **Bar-Cafe Positiv-Einfach**

Centralstrasse 11  
3800 Interlaken  
Tel. 033.823.40.44  
Open: 12:00pm – 12:30am

#### ◇ **Las Rocas Latino Bar**

Am Marktplatz  
3800 Interlaken  
Tel. 033 827 87 83  
Open: 10:00am – 12:30am





## Contact Information:

◇ **The Victoria-Jungfrau Grand Hotel & Spa**  
Hoheweg 41  
3800 Interlaken  
+41.33.828.2828  
[Interlaken@victoria-jungfrau.ch](mailto:Interlaken@victoria-jungfrau.ch)

◇ **Hotel Metropole Interlaken**  
Höheweg 37  
3800 Interlaken  
+41.33.828.6666  
[mail@metropole-interlaken.ch](mailto:mail@metropole-interlaken.ch)

◇ **Hotel Royal St. Georges Interlaken**  
Höheweg 139  
3800 Interlaken  
+41.33.822.7575  
[info@royal-stgeorges.ch](mailto:info@royal-stgeorges.ch)

◇ **Fairmont Le Montreux Palace**  
Grand Rue 100  
1820 Montreux  
+41.21.962.1212  
[montreux@fairmont.com](mailto:montreux@fairmont.com)

◇ **The Dolder Grand Resort & Spa**  
Kurhausstrasse 65  
8032 Zürich  
+41.44.456.6000  
[info@thedoldergrand.com](mailto:info@thedoldergrand.com)

◇ **Ecole hôtelière de Lausanne (EHL)**  
Route de Cojonnex 18  
1000 Le Chalet-à-Gobet  
+41.21.785.1111  
[info@ehl.ch](mailto:info@ehl.ch)

◇ **Forever Laser Institut (Geneva)**  
50 - 56 Rue du Rhône  
1204 Geneva, Switzerland  
+41.22.319.0960  
[info@forever-beauty.com](mailto:info@forever-beauty.com)

◇ **Clinique La Prairie (Montreux)**  
h. de la Prairie  
1815 Clarens-Montreux  
+41.21.989.3311  
[info@laprairie.ch](mailto:info@laprairie.ch)

### AIRPORTS:

◇ **Zurich International Airport**  
+41.43.816.2211  
[www.zurich-airport.com](http://www.zurich-airport.com)

◇ **Geneva International Airport**  
+41.900.571.500  
[www.gva.ch](http://www.gva.ch)

### TRAINS:

◇ **Swiss Federal Railways:**  
[www.sbb.ch](http://www.sbb.ch)  
+41.900.300.300

### RENTAL CAR:

◇ **AutoEurope**  
[www.autoeurope.com](http://www.autoeurope.com)  
+41.800.223.5555.5

# VAT Claims



## SHOPPING IN SWITZERLAND? DON'T FORGET TO CLAIM YOUR VAT WHEN LEAVING.

To shop and save money is easy when you travel abroad. As a tourist you are entitled to claim the taxes back if you export your purchases. Just look for the "TAX FREE" sign when shopping and, and make your trip even more rewarding!

### IT'S EASY AS 1-2-3!

#### ◇ REFUND CHEQUE

Ask the shop staff for a Refund Cheque when paying for your purchases.

#### ◇ CUSTOMS STAMP

Show your purchases, receipt and passport to Customs when leaving the country, or at the final point of departure when leaving the European Union, and have your Refund Cheque stamped.

#### ◇ REFUND OFFICE

Show the stamped Refund Cheque, passport and credit card at a nearby Refund Office and ask for an Immediate Refund on your credit card. Alternatively the Refund can be paid in cash.

### WHERE TO CLAIM YOUR VAT

#### ◇ Geneva International Airport

The Refund Offices accept Cheques issued in any country  
**American Express Change office**  
Monday - Sunday 06.00-21.00

#### ◇ Zurich International Airport

The Refund Offices accept Cheques issued in any country  
**Global Refund** (Next to transfer desks gates A)  
Monday - Sunday 06.00-22.00  
**Travellex** (Departure Hall Terminal 2)  
Monday - Sunday 06.00-22.00

#### ◇ Lugano Agno Airport

The Refund Offices accept Cheques issued in any country  
**Lugano Comunicazione e Servizi Turistici**  
Monday - Friday 10.00-14.00 and 15.00-19.00  
Saturday - Sunday 10.00-14.00 and 16.00-19.00

## 2009 Partners

The following Global Spa Summit partners have generously helped to stabilize delegate registration fees and have made additional components of the program possible. The list below provides information on each Summit partner, categorized by level of sponsorship. Please thank these partners for their contributions, and whenever possible, consider them for your future business needs.



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**Technogym (Italy)** - In 1983, Technogym President Nerio Alessandri designed his first fitness equipment. Since then, the company has grown to become a leading player in the wellness field. Employing 1500 people, Technogym counts more than 50,000 installations in hotels, spas, clubs, home and corporate facilities. Technogym is present in over 100 countries and is the official fitness equipment supplier to many professional teams and associations, including the Beijing 2008 Olympic Games.

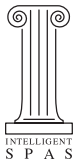
[www.technogym.com](http://www.technogym.com)

# ESPA

GOLD PARTNER

**ESPA International (United Kingdom)** - ESPA International, a UK-based company, is dedicated to setting 5-star spa standards globally through a highly personalized approach, award-winning training, luxurious natural products and advanced holistic treatments, all of which, when combined, provide a total spa solution. Behind the success of ESPA International is a genuine excitement for creating superior spas, serious skincare and treatments that really work. The Victoria-Jungfrau has an outstanding ESPA spa.

[www.espaonline.com](http://www.espaonline.com)



PREMIER RESEARCH PARTNER

**Intelligent Spas (Singapore)** - Founded in Singapore in 2001, Intelligent Spas has pioneered spa industry research across the greater Asia Pacific region and continues to publish a range of practical, intellectual, and affordable Spa Business & Operations Manuals, Spa Consumer Surveys and Spa Industry Surveys to assist the performance and growth of this important industry. The Intelligent Spas Global Spa Benchmarking Program is now underway in over 60 countries, and the results will be presented at this year's Global Spa Summit.

[www.intelligentspas.com](http://www.intelligentspas.com)

## 2009 Partners

### SPABOOKER a Division of SpaFinder

SPECIAL EVENT PARTNER

**SpaBooker (United States)** - SpaBooker, a division of SpaFinder, was launched in early 2008, saw 800 spas sign up in the first year, and has become the Preferred Spa Software Solution for the Hilton Hotel Corporation worldwide. It is a fully hosted spa management and point-of-sale solution that allows consumers to book treatments and packages online in real-time and also comes with new customers through built-in third party distribution channels.

[www.spa-booker.com](http://www.spa-booker.com)



GIFT PARTNER

**Klafs (Germany)** - KLAFS is one of Europe's leading manufacturers of sauna, spa and wellness installations for both private and commercial use. Klafs products have set standards in quality, technology and design from the classic sauna up to the modern versatile adventure spa, and have been featured in premier properties including the Dolder Grand Resort and Spa in Zurich.

[www.klafs.com](http://www.klafs.com)



PLENARY RESEARCH PARTNER

**Murad Professional (United States)** - A pioneer of doctor-branded skincare, Dr. Howard Murad and his team developed a comprehensive and innovative product range, Murad Professional® as well as a treatment room and retail line designed to boost skin immunity. Murad products are available in 33 countries worldwide.

[www.murad.com](http://www.murad.com)



EDUCATION & RESEARCH PARTNER

**Cornell School of Hotel Administration (United States)** - Founded in 1922, Cornell School of Hotel Administration's highly talented students learn from 60 full-time faculty members, all experts in their chosen disciplines. Learning takes place in state-of-the-art classrooms, in the on-campus Statler Hotel, and in varied industry settings around the world.

[www.hotelschool.cornell.edu](http://www.hotelschool.cornell.edu)

## 2009 Partners



### EDUCATION & RESEARCH PARTNER

**The Ecole hôtelière de Lausanne (Switzerland)** - The Ecole hôtelière de Lausanne (EHL) is comprised of over 1900 students representing more than 90 different nationalities and 310 faculty and staff members from 35 countries. EHL offers three accredited university-level programs and a range of hospitality services including research, executive education, consulting and business development.

[www.ehl.edu](http://www.ehl.edu)



### EDUCATION & RESEARCH PARTNER

**Smith Travel Research (United States)** - Founded in 1985, Smith Travel Research (STR) has the most comprehensive database of hotel performance information ever compiled and has developed products and services to meet the needs of hotels, management companies, appraisers, consultants, investors, lenders and other lodging industry analysts.

[www.strglobal.com](http://www.strglobal.com)



### EDUCATION & RESEARCH PARTNER

**SpaFinder, Inc. (United States)** - SpaFinder reaches millions of consumers via its global media network, with offices in Europe and Japan offering regional spa marketing programs and localized, native-language websites. SpaFinder and Salon Wish Gift Certificates are redeemable at 4,400+ spas worldwide and are available at over 50,000 thousands of retail outlets across the US and the UK.

[www.spafinder.com](http://www.spafinder.com).



### SPA EXPERIENCE PARTNER

**Clinique La Prairie (Montreux, Switzerland)** - Clinique La Prairie has the reputation as an expert on preventative medicine, health, well-being and beauty therapies. The clinic's latest project, a luxurious and multi-faceted health spa, provides a wide range of life enhancing treatments, from thalassotherapy and weight management to exercise and fitness programs.

[www.laprairie.ch](http://www.laprairie.ch).

## 2009 Partners



SPA EXPERIENCE PARTNER

**The Dolder Grand Resort & Spa (Zurich, Switzerland)** - The Dolder Grand has, since 1899, offered unrivalled views of Zurich, the lake and the Alps. Featuring a pioneering geo-thermal energy concept, the recently renovated hotel has restored 173 luxurious rooms and suites. The new Spa and Golf Wing boasts a 40,000 square-foot spa with a unique and inspiring design.

[www.thedoldergrand.ch](http://www.thedoldergrand.ch).



SPA EXPERIENCE PARTNER

**The Forever Laser Institut & Alchimie Forever (Geneva, Switzerland)** - Forever Laser Institut is a full-service medical spa situated on Rue du Rhone, Geneva's most upscale shopping destination. The 6,600-square-foot facility's offers state-of-the-art treatments including Mesotherapy, injections, chemical peels, and laser treatments. The company houses Alchimie-Forever, an antioxidant skincare line and the Annalix Forever Art Gallery.

[www.forever-beauty.com](http://www.forever-beauty.com).



SPA EXPERIENCE PARTNER

**Victoria Jungfrau Collection (Switzerland)** - The Victoria-Jungfrau collection is a small but exclusive group of Switzerland's four leading luxury hotels: the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Palace Luzern on Lake Lucerne, the Bellevue Palace in Berne and the Eden au Lac in Zurich. Each hotel shares a wealth of timeless tradition, a rich heritage of hospitality and commitment to top quality service.

[www.vjc.ch](http://www.vjc.ch)



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[www.swiss.com](http://www.swiss.com).