



Global Spa Summit

Dear Esteemed Colleague,

“The most important industry event of the year.” This is a comment we have heard over and over from delegates who participated in the first and second Global Spa Summits, which took place in New York City in May of 2007 and 2008. The 2009 Global Spa Summit promises to match that sentiment and, at the same time, provide a relaxing and stress-reducing environment for this international gathering.

The 2009 Summit will be held in Interlaken, Switzerland, May 17 through May 19. Given the challenges that most companies and industries are facing this year, the Summit is more important than ever before. This year’s theme, “*The Power of Collaboration*,” underscores the value inherent in our industry’s coming together to solve shared problems and encourage innovative ideas for the future.

The Global Spa Summit is a nontransferable, invitation-only event. This assures you, as an invitee, that the group meeting in Switzerland will be your peers – top level business leaders who impact the spa and wellness industry. Delegates include executives from a broad range of sectors: hospitality, investment, medical, real estate, finance, consulting, education, government, etc.

For 2009, we have greatly expanded the pre- and post-Summit optional events, knowing that these unique opportunities bring an even greater return on your investment of time and resources. In addition to various forthcoming invitations from hotels, spas, and medical facilities in the region, delegates are also invited to a post-Summit visit and education day at the prestigious Ecole hôtelière de Lausanne and a cocktail reception and tour at the famous Clinique La Prairie.

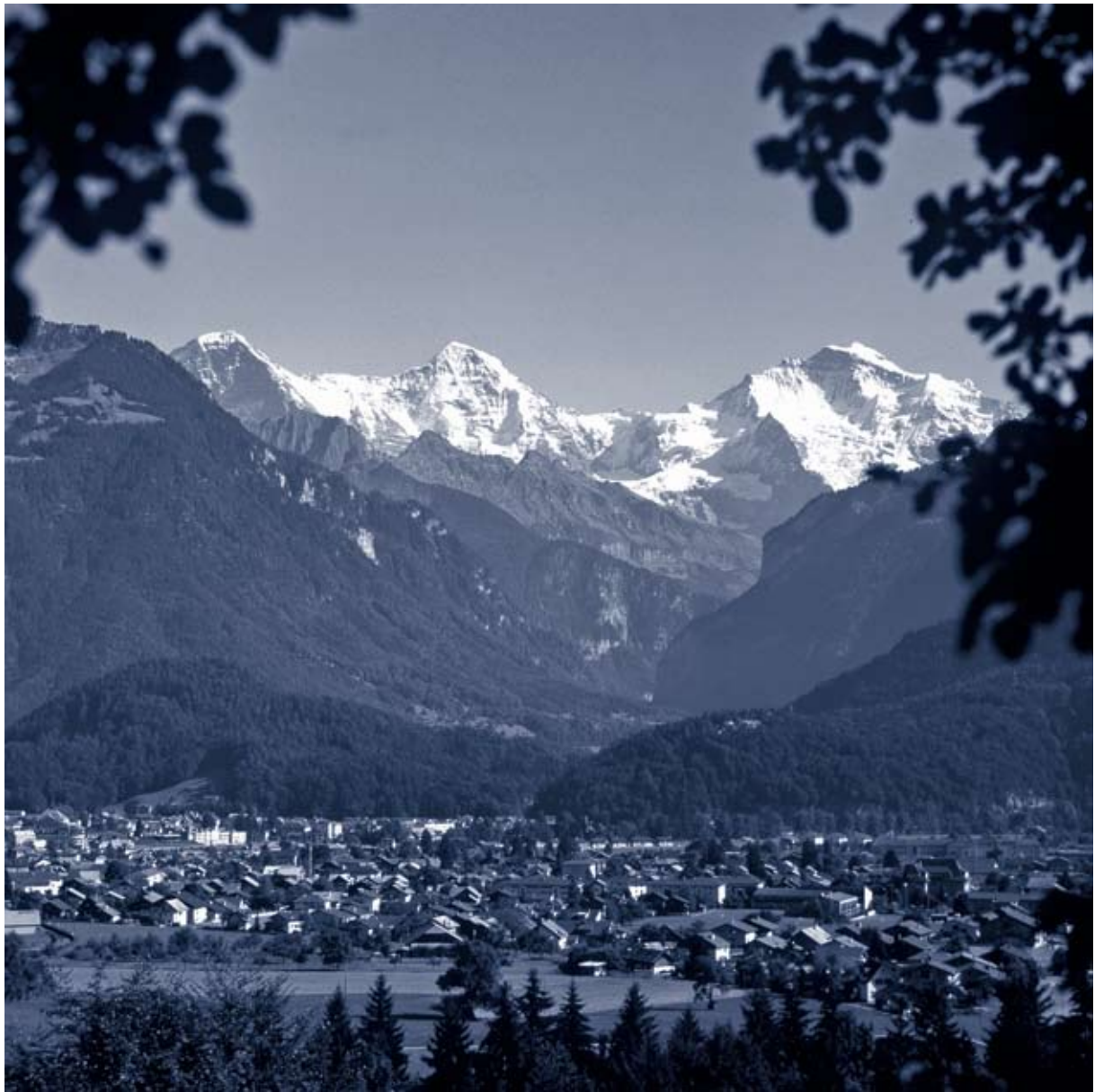
You will find more information about the 2009 Global Spa Summit on the back of the pages in this invitation. We hope you will join us in May. The industry needs your participation.

With warmest regards,

Susie & Pete Ellis

For the Global Spa Summit Board

Please kindly send us your RSVP by email to dulcy@globalspasummit.org.



2009 Global Spa Summit: At a Glance

Mission

The Global Spa Summit (GSS) is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.

Format

Since all delegates are “speaker-worthy,” the Summit has been designed so that the delegates themselves are the panelists, moderators, speakers, and contributors. This allows for ample participation by all and results in a very lively and dynamic flow of information and ideas. Each delegate shares his or her expertise and learns from fellow delegates. Registered delegates are also asked to propose session topics. Networking is a key aspect and facilitated throughout. Unique and valuable pre- and post-Summit options are available, and delegates are also encouraged to take advantage of onsite settings to arrange private meetings, ideally before and after the Summit.

The Venue

Interlaken will set a distinctly European stage for the Summit. The five-star Victoria-Jungfrau Grand Hotel & Spa, overseen by renowned hotelier and fellow delegate Emanuel Berger, will be host to the 2009 Summit. Surrounded by the beauty of the Bernese Alps and the pristine Jungfrau, the Victoria-Jungfrau provides an opportunity for executives from the international spa and wellness arena to gather in an intimate setting, where distractions are minimized.

Accommodations

Special room rates are available for registered delegates at the Victoria-Jungfrau Grand Hotel & Spa. This rate includes breakfast and complimentary admission to the vast spa arena. Delegates staying at the Victoria-Jungfrau are also extended a 50% discount on spa treatments at the award-winning ESPA spa. An alternative room block is available at the three-star Hotel Metropole Interlaken, which is within walking distance of the Victoria-Jungfrau hotel. This room block rate includes breakfast and use of the indoor swimming pool and sauna.



Special Activities and Events

Pre- or Post-Summit Tour of the Dolder Grand Spa & Optional Hotel Stay Zurich, Switzerland - May 14th - May 24th

Delegates are invited to see and experience the Dolder Grand Resort and spa, which recently underwent a \$400 million dollar renovation, unveiling a brand-new spa designed by fellow delegate Sylvia Sepielli. Delegates are offered a special room rate and a 30% discount on spa treatments. Dig deeper into the spa's theme, "Classic Traditions with a Techno Beat," with Sepielli, herself, who will lead a personalized tour (time to be determined).

Pre-Summit "Spa of the Future" Student Strategy Challenge Presentations The Victoria-Jungfrau Grand Hotel - Interlaken, Switzerland - Sunday, May 17th

The Ecole hôtelière de Lausanne has invited teams of graduate hospitality students from around the world to present a new and innovative spa concept (for 21 – 30 year-olds) to a panel of industry judges and experts on Sunday morning, May 17th. The winning team will then present their concept as part of the GSS program. Delegates are invited to sit in on the student presentations Sunday morning.

Post-Summit Education Day - Ecole hôtelière de Lausanne Lausanne, Switzerland - Wednesday, May 20th

Renowned hospitality school the Ecole hôtelière de Lausanne will host a General Manager and Spa Professionals education day in the spirit of "Hotel GM's Are from Mars, Spa Professionals Are from Venus," involving collective discussions, focused breakout sessions on industry and management principles (i.e., IT, marketing and sales, yield management, operations and industry structure), and Q&A sessions. All participants will enjoy a culinary lunch experience. Transportation will be provided.

Forever Laser Institute Post-Summit Medical Spa Tour, Shopping & Lunch by the Lake Geneva, Switzerland - Wednesday, May 20th

Forever Laser Institute, famous for introducing the first lasers into Europe, is inviting delegates to tour its medical spa facilities and to experience a complimentary facial. Following the tour, delegates will have the chance to visit the medical spa's art gallery, lunch by the lake, and shop on Geneva's "Rodeo Drive." Participants will have the opportunity to join the Clinique La Prairie cocktail reception that same evening in Montreux. Transportation will be provided.



Special Activities and Events (continued)

Post Summit Tour & Cocktail Reception at Clinique La Prairie Montreux, Switzerland - Wednesday May 20th, 6:00pm – 8:00pm

Since 1931, thousands have visited Clinique La Prairie to experience the unique “CLP Cell Extract,” also referred to as Revitalisation Therapy. The clinic is offering a rare opportunity for delegates to tour its medical and spa facilities, followed by a cocktail reception. The organized tour will begin at 6:00pm. The clinic is located on the shores of Lake Geneva, in Montreux, opposite the majestic Swiss and French Alps.

Traveling to Interlaken

Swiss International Airlines Ltd (“Swiss”), the Global Spa Summit’s preferred airline partner, is pleased to offer discounted airfare rates (up to 25%) to Global Spa Summit delegates traveling to Switzerland by air. Once registered, confirmed delegates will receive a link to the Summit booking site on Swiss’s website. Delegates are encouraged to fly into Zurich or Geneva International Airports; trains toward Interlaken leave directly from either airport about every ½ hour. Car rental and limousine transfer are other options.

Global Spa Summit Partnerships

Designed as a not-for-profit organization, the Global Spa Summit relies on the generosity of various companies who provide essential support to the Summit. At the time of this printing, these companies have confirmed their commitment as partnering sponsors of the 2009 Summit. Please thank them and when possible, give them your support.

Platinum Partner: Technogym

Silver Partner: ESPA International

Research Partner: Murad® Professional

Travel Partner: Swiss International Airlines, Ltd.

Education Partner: Ecole hôtelière de Lausanne

Program Partners: Clinique La Prairie, the Dolder Grand Resort, Forever Laser Institute,
Hotel Metropole Interlaken, Victoria-Jungfrau Grand Hotel and Spa



A Partial List of Past Participants...

NERIO ALESSANDRI (Founder & CEO, Technogym) · CHARLES BAIRD (MD, North Castle Partners Investment Group) · EMANUEL BERGER (CEO, Victoria-Jungfrau Collection) · MARIBETH BISIENERE (VP, New Business Development, Health and Wellness, the Walt Disney Company) · ANNA BJURSTAM* (MD, Raison d'Étre) · DAVIDE BOLLATI (Chairman, [comfort zone]) · MICHAEL CANIZALES (CEO, Spa Chakra) · R. BYRON CARLOCK, JR (President & CEO, CNL Lifestyle Investment Company, LLC) · DR. RICHARD CARMONA (17th Surgeon General & Vice Chairman, Canyon Ranch) · STEVE CASE (Chairman & CEO, Revolution, LLC) · DR. MARC COHEN* (Professor, RMIT University) · NORBERT DECKELMANN (Owner & MD, Deckelmann Wellness) · RICHARD DUSSEAU* (CEO & President, Spatality) · WELF EBELING (COO & Executive VP, Leading Hotels of the World) · PETE ELLIS* (CEO, SpaFinder) · SUSIE ELLIS* (President, SpaFinder) · ANNBETH ESCHBACH (CEO, Exhale Spas) · FREDERIC FEKKAI (President, Frederic Fekkai) · ANDREW GIBSON* (Group Director of Spas, Mandarin Oriental Hotel Group) · KERSTIN FLORIAN (Founder & CEO, Kerstin Florian Spa Products) · LEONARD FLUXMAN (President & CEO, Steiner Leisure Limited) · THOMAS GOTTLIEB (Managing Partner, Geolo Capital) · LEANDRO GUALTIERI (President, STB Thermal Spas) · SUSAN HARMSWORTH (Founder, ESPA Int'l) · PHILIPPE HENNESSY (Founder & CEO, Pevonia Botanica) · JANE IREDALE (President, Iredale Mineral Cosmetics, Ltd.) · NEIL JACOBS (President, Starwood Capital Hotel Group) · JOHN KETTLE (Senior VP, Dubai Investment Group) · MEGAN LARSEN (Founder & MD, Sodashi) · PAUL MACPHERSON (Chief Development Officer, Jumeirah) · JEFF MATTHEWS* (President & COO, Mandara Spas) · ANNE MCCALL WILSON* (VP of Spas, Fairmont Raffles Hotels Int'l) · CRISTINA ONG (Owner, COMO Shambhala Group) · TOM POSEY (President & CEO, Golden Door & Luxury Resort Spas) · STEPHEN PURDEW (Director & Co-owner, Champneys Health Resorts) · IAN SCHRAGER (Chairman & CEO, Ian Schrager Company) · INGO R. SCHWEDER* (MD, Spatality) · SYLVIA SEPIELLI (Founder, SPAd Inc.) · SONU SHIVDASANI (CEO & Chairman, Six Senses Resorts and Spas) · DEBORAH SZEKELY (Founder, Rancho La Puerta & The Golden Door) · PROFESSOR MARY TABACCHI, PhD* (Professor, Cornell University) · TODD WALTER (CEO, Red Door Spa Holdings) · HELEN WEBER-BRAMWELL (President, CIDESCO) · PHILIP WOLF (CEO, PhoCusWright Inc.) · MARK WUTTKE* (Principal, The Wuttke Group) · PETER YESAWICH (Chairman & CEO, Yesawich, Pepperdine, Brown & Russell)

... and more than 100 other industry leaders and your esteemed colleagues.

** Global Spa Summit Board Member*



Registration.

To Register Online visit:

www.globalspasummit.org

To Register by Phone call:

+1-203-431-8950

The Global Spa Summit Registration Fee includes:

- Sunday evening's networking cocktail party and welcome dinner
- All breakfasts, lunches, and breaks at the Victoria-Jungfrau Grand Hotel & Spa
- Access to all general and breakout conference sessions
- Monday evening's cocktail and dinner event
- A copy of the Spa Impact on Hotel Revenue Research Report
(conducted by the École hôtelière de Lausanne and Cornell University's School of Hotel Administration)
- New this year! A pocket-sized portfolio of 2009 delegate bios and contact information
- On-line access to summaries and PowerPoint presentations of 2009 sessions
- Optional pre- and post- Summit activities

The Global Spa Summit Registration Options are:

Delegate rate

For all senior executive invitees.

Full-time Non-Profit / Full-time Educator rate

For invitees with a full-time position at a not-for-profit organization, whose primary objective is to support an issue or matter of private interest or public concern for non-commercial purposes such as education, arts, charities, research, etc.

Spouse / Significant Other Rate

For the spouses of registered delegates who are invited to attend all conference sessions and social functions.

Pricing Information can be found:

on the Global Spa Summit website www.globalspasummit.org. For questions or general inquiries please contact Dulcy Gregory at +1-212-716-1199 or dulcy@globalspasummit.org.

Spirit of the Summit

The “spirit” of the Global Spa Summit (GSS) is a one of shared purpose rather than individual gain. It is a willingness to put aside our competitive egos and personal business goals in an effort to help shape the future of the spa and wellness industry.

Modeled in part after the not-for-profit World Economic Forum in Davos, Switzerland, the GSS brings together decision makers from around the world. Everyone contributes their time and resources to help fund the Summit and make it a success.

Please note that no speakers, presenters, or panelists are paid to attend, including keynote speakers. All Global Spa Summit board members pay full registration fees, travel expenses, and accommodations. Only in the rare case that a delegate attends one single session in order to provide expertise on a panel are any fees waived. Speakers, presenters and panelists have also been asked to refrain from promoting themselves and their businesses during presentations. While we do understand that at times it may be necessary for a presenter to refer to his or her business by name, promotional efforts of any kind are considered a serious breach of the spirit of the gathering.

To preserve the atmosphere of the Summit, sponsorship and press access are limited. Each year we welcome a few major sponsors. These important supporters are in essence partners, who share the mission of the GSS and generously help offset costs. While physical visibility for sponsors is limited, we heartily encourage delegates to personally thank our sponsors and, of course, whenever possible support them with their business.

Press access is also minimal. This ensures an off-the-record atmosphere for problem-solving and individual dialogue. In addition, there is no audio or visual recording of any sessions. Press wishing to interview individuals during the Summit may arrange to do so individually.

It is with a great deal of enthusiasm that we welcome each and every one of the leaders who will be gathering to exchange ideas, debate and strategize for the good of our industry, the consumers we serve and the planet we share. Thank you in advance for embracing the “Spirit of the Summit.”