

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'Etre 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: **Dzigbordi 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'Etre, 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

CONCURRENT BREAKOUT SESSIONS:

La Fontaine 1 & 2

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 Fiskola, 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: Dr. Marc Cohen, Professor, RMIT University, Australia Panelists: Ian Lyons, Chairman, the Private Spa, Indonesia Iain Trousdell, Co-Founder, Healing Water Institute, New Zealand Contributors: Marion Schneider, CEO, Toskanaworld GmbH, Germany Henk Verschuur, 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: Mary Tabacchi, Professor, Cornell University, United States Branded Spa: Mia Kyricos, Director, Global Spa Brands & Programming, Starwood, U.S. Jeff Matthews, President & COO, Mandara Spa, Indonesia Non-Branded Spa: Wolf Hengst, Former President of Worldwide Operations, Four Seasons, U.S Samir Patel, Managing Director, Six Senses Spas & Resorts, Thailand</p>
La Salle Davinet	<p><i>Managing Multiple Operations: Insights from the Day Spa Arena</i> Moderator: Edwin Neill, CEO, Neill Corporation, U.S Panelists: Dzigbordi Dosoo, CEO Allure Africa Limited, Ghana Teresa McKee, COO, Red Door Spa Holdings, United States Neil Orvay, 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: Woody Wade, Managing Director, Wade & Co., Switzerland Panelists: Alison Howland, President, Spa Success Consultants, United States Naim Maadad, Managing Director, MSpa International, Thailand Tracey Sameyah, President, Murad Integrative Health Center, Murad, United States Ingo Schweder, Managing Director, Spatality, Thailand</p>
La Salle Davinet	<p><i>Beauty Industry Developments Impacting Spa and Wellness</i> Jacqueline Clark, 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: Dr. Marc Cohen, Professor, RMIT University, Australia Panelists: Joerg Demuth, President, The Organic Spa, Germany Motti Essakow, Founder, OmWard Bound, Canada Dr. Geraldine Mitton, Magic Hands for Visually Impaired, South Africa Mark Walton, 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 Hoteliers

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 Hoteliers:

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

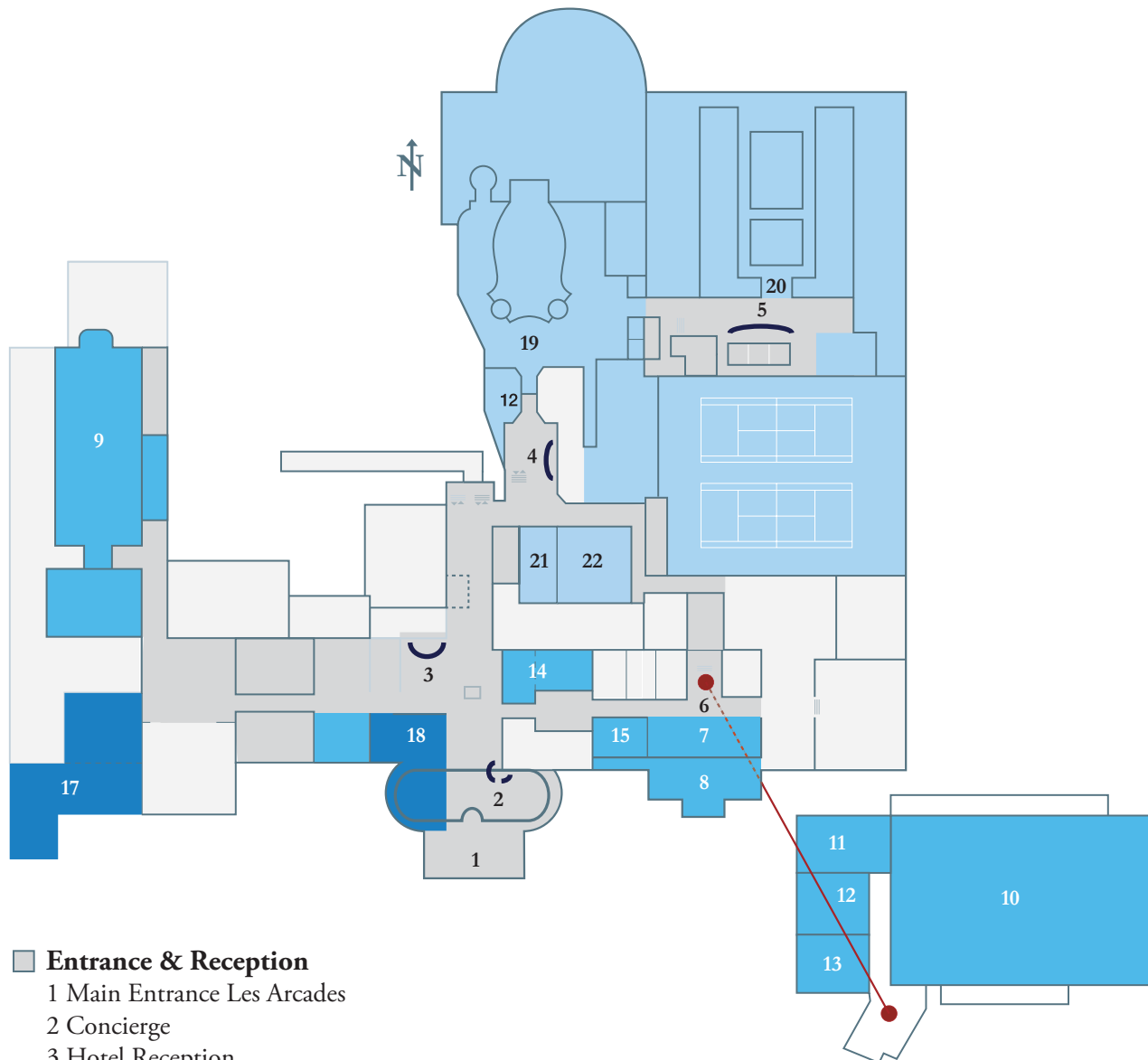
4:00pm

DRIVE TO CLINIQUE LA PRAIRIE (MONTREUX)

6:00pm – 8:00pm

CLINIQUE LA PRAIRIE SPA TOUR & COCKTAIL RECEPTION

Map



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

Lower level with winter garden

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.

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:

Dulcy Gregory, +1-302-598-5231, dulcy@globalspasummit.org

Claudia Hugentobler, +44.33.828.2605, 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

◇ **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

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

Contact Information:

◇ **The Victoria-Jungfrau Grand Hotel & Spa**
Hoheweg 41
3800 Interlaken
+41.33.828.2828
Interlaken@victoria-jungfrau.ch

◇ **Hotel Metropole Interlaken**
Höheweg 37
3800 Interlaken
+41.33.828.6666
mail@metropole-interlaken.ch

◇ **Hotel Royal St. Georges Interlaken**
Höheweg 139
3800 Interlaken
+41.33.822.7575
info@royal-stgeorges.ch

◇ **Fairmont Le Montreux Palace**
Grand Rue 100
1820 Montreux
+41.21.962.1212
montreux@fairmont.com

◇ **The Dolder Grand Resort & Spa**
Kurhausstrasse 65
8032 Zürich
+41.44.456.6000
info@thedoldergrand.com

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

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

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

AIRPORTS:

◇ **Zurich International Airport**
+41.43.816.2211
www.zurich-airport.com

◇ **Geneva International Airport**
+41.900.571.500
www.gva.ch

TRAINS:

◇ **Swiss Federal Railways:**
www.sbb.ch
+41.900.300.300

RENTAL CAR:

◇ **AutoEurope**
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

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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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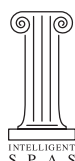
www.technogym.com



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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

2009 Partners



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



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



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



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

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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



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



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



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

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.



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.



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



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www.swiss.com.