



Dear Industry Colleague,

We are inviting you to participate in an important global industry survey. SRI International (founded as Stanford Research Institute) led the landmark Global Spa Economy study presented in 2008, for the Global Spa and Wellness Summit (GSWS). The 2008 study and subsequent SRI-GSWS research reports have provided important benchmarking, thought leadership and benefits to related businesses and stakeholders ever since. ([click here for more details](#)). The current survey will help us update 2008 figures, and provide the baseline for annual updates going forward.

Your participation is vital and invaluable to make the spa economy data as robust, up-to-date, and useful as possible. The survey will only take about 10 minutes to complete. To thank you for your time, we will share the report with you (via email). And as a show of how very important this is for the industry, the GSWS has generously donated a **complimentary registration** to this year's Global Spa and Wellness Summit in Marrakech, Morocco that will be used as a raffle prize. All those completing a survey will be entered for a chance to win (Value \$2490). Click here to see rules.

See www.gsws.org for more information.

Please begin by clicking on the link that best describes your business:

- Spa – single location (I have responsibility for one spa): [LINK](#)
- Spa – multiple locations (I have responsibilities for multiple spas): [LINK](#)
- Spa & wellness consulting and training: [LINK](#)
- Spa & wellness-related products, equipment, and supplies: [LINK](#)
- Spa & wellness media and promotion: [LINK](#)
- Spa & wellness associations and organizations: [LINK](#)
- Spa management education institutions (includes universities, colleges, and schools): [LINK](#)

If your company operates in more than one area, please forward this survey invitation to your colleagues who represent other industry segments.

Your input will be confidential and will not be disclosed to anyone outside of the SRI research team conducting this study. If you have any comments or questions, please reply to: spa-survey@wdc.sri.com.

Thank you for your time and input on this important study.

Sincerely,

Ophelia Yeung and Katherine Johnston
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The Global Spa & Wellness Summit is an international organization that brings together leaders and visionaries to positively impact the future of the global spa and wellness industry. More information on GSWS can be found at www.gsws.org.

SRI International is a not-for-profit organization, founded as Stanford Research Institute in 1946. SRI's mission is the discovery and application of science and technology for knowledge, commerce, prosperity and peace. More information on SRI can be found at www.sri.com.