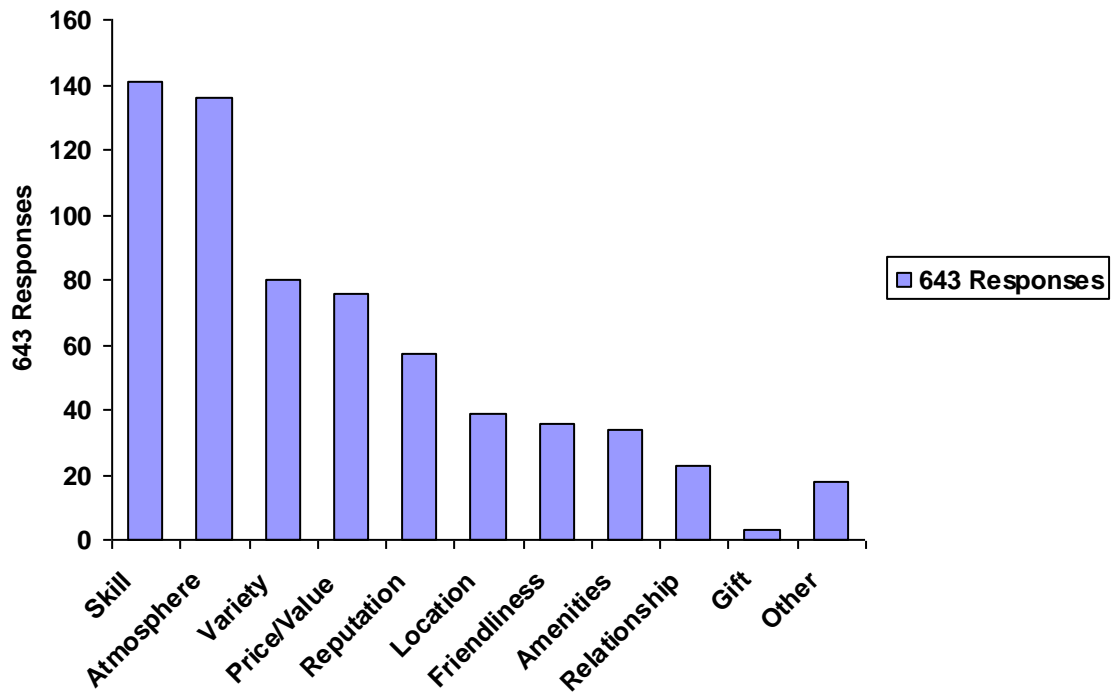


## Spa Choice Statistics

Over 600 spa-goers were asked “What is the primary reason you choose one spa over other spas?”



- 22% Skill of Staff
- 21% Atmosphere
- 12% Variety of Services
- 11% Price/Value
- 8% Reputation of Spa
- 6% Location of Spa
- 5% Friendliness of Staff
- 5% Amenities Available at Spa
- 3% Personal Relationship with Staff