



Aspira Spa Voted "Best for" Water Sports in Coveted SpaFinder Readers' Choice Awards

Elkhart Lake, Wisconsin – September 27, 2011 – SpaFinder, Inc., the global spa resource, has announced that Aspira Spa has been named among the Top 10 Spas worldwide, "BEST FOR" Water Sports in the prestigious SpaFinder Readers' Choice Awards.

Aspira Spa provides a holistic approach to the spa experience, offering personalized services that reflect ancient healing wisdom of indigenous peoples from around the world.

To help spa enthusiasts choose the ideal spas for their specific goals, each year SpaFinder asks its readers to name their top picks for the best spas in unique categories, from yoga to accommodations to golf to romance.

"SpaFinder was the first to offer people the opportunity to vote for their favorite spas in diverse categories, providing a fast, accessible way for spa-goers to make decisions based on what's important to them," said SpaFinder President Susie Ellis. "They have become an important consumer guide, as well as an industry accolade."

The 2011 Awards were based on votes submitted worldwide at SpaFinder's global consumer websites (including SpaFinder.com) and by readers of SpaFinder publications. Voters were asked to cast ballots only for spas they've personally visited within the past three years.

This year winners were also named for six continents and 44 countries and regions, with four new countries (Israel, Jordan, Mauritius and Vietnam) added to the list, underscoring just how vibrant the expansion of spas around the world has become.

Complete List of 2011 Winners

Readers' Choice Award winners will be featured on SpaFinder.com, SpaFinder's *Club Spa* newsletter and blog and in the *NewBeauty SpaFinder Guide to Global Spa, Wellness & Beauty*, which will be on newsstands in November.

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About SpaFinder: The world's largest spa media, marketing and gifting company, SpaFinder, Inc., connects millions of wellness-focused consumers with thousands of spas, yoga, Pilates and fitness studios and wellness practitioners worldwide. SpaFinder's media properties include the award-winning www.spafinder.com, the *Club Spa* e-newsletter and blog and the annual *NewBeauty SpaFinder Guide to Global Spa, Wellness & Beauty*. SpaFinder and its spa-beauty gift division, SpaWish, offer gift certificates and cards that are redeemable at a combined network of over 9,000 spas and salons, and are available at nearly 1000,000 unique retail outlets in 79 countries. SpaFinder Europe and SpaFinder Japan offer regional spa marketing and gifting programs, including localized websites. Currently celebrating its 25th Anniversary, SpaFinder is a privately held company headquartered in Manhattan.

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