



SPAFINDER®

THE GLOBAL SPA RESOURCE

Jill Radin-Leeds of Just Spas & Adventures

Bolton Landing, NY

Certified as a SpaFinder Spa Specialist

New York, NY – August 29, 2009 – SpaFinder, Inc., the world's largest spa marketing and media company, has named Jill Radin- Leeds of Just Spas & Adventures located in Bolton Landing, as a certified SpaFinder Spa Specialist. Jill joins an elite group of travel advisors who have successfully completed the training course and testing developed by SpaFinder to meet the surging demand for travel with a spa component.

According to recent industry data, there are now *twice* as many adults interested in visiting a spa on vacation as there are adults interested in playing golf—and 58% of affluent travelers report that a 'full service spa' is their #1 preferred hotel/resort amenity*.

"Booking a spa vacation is more complex than booking a trip to a resort or on a cruise because there are so many options and factors involved," said SpaFinder President Susie Ellis. "Clients often aren't just looking for a vacation; they're seeking to address specific health or wellness goals. To serve them well, the agent has to be able to help clients navigate a wide range of treatments, programs and services to connect them to the right spa destination."

Jill Radin-Leeds now belongs to an elite group of over 60 SpaFinder Spa Specialists representing numerous nations, including the U.S., Bermuda, Australia, and Brazil. As a Spa Specialist, Jill will be connected with SpaFinder clients who are looking for spa experiences during their travel. Jill, a Bolton resident will also be showcased in the *2010 SpaFinder: The Global Spa and Wellness Directory*, SpaFinder's authoritative global spa guide.

Jill established Just Spas & Adventures in 2003 initially to specialize in spas and adventure trips with a goal to be able to match the best spa destination or adventure trip to each client's expectation and budget. Jill also specializes in health, fitness and serious weight loss destinations. She has now expanded Just Spas & Adventures to also handle all aspects of travel including: cruises and independent and escorted tours.

