

10 YEARS

GLOBAL WELLNESS SUMMIT

JOINING TOGETHER. SHAPING THE FUTURE.



CELEBRATING 10 YEARS OF THE PREMIER EVENT
FOR THE WELLNESS INDUSTRY'S SENIOR EXECUTIVES

AT A GLANCE



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CELEBRATING A DECADE OF JOINING TOGETHER AND SHAPING THE FUTURE

The Global Wellness Summit (GWS) is an international organization that brings together leaders and visionaries to positively impact and shape the future of the \$3.4 trillion global wellness industry. The objectives are to:

- Establish a forum for dialogue among global industry leaders
- Create community by fostering relationships among stakeholders
- Inspire a spirit of collaboration to solve shared problems
- Facilitate healthy growth for the industry and its individual businesses
- Commission and support quality research
- Encourage innovation
- Cultivate leaders for tomorrow

SPIRIT OF THE SUMMIT

The spirit of the GWS is one of shared purpose rather than individual gain, using the power of ideas to shape the future of the industry. Modeled in part after the World Economic Forum in Davos, Switzerland, the GWS brings together top-level decision makers from around the world. The “Spirit of the Summit” ensures that we exchange ideas, debate and strategize for the good of our industry, the consumers we serve and the planet we share.

WHO ATTENDS

Formal invitations to attend the Summit are extended to a select list of international, top-level executives representing a cross section of the industry and those affecting it. All invitees have either applied or have been nominated and are approved based on their experience, position and leadership roles.

FORMAT & AGENDA

The agenda is filled with inspiring presentations, panels and open conversations. Smaller interactive sessions, as well as discussions during dining events, are part of the format. Each Summit agenda is unique and develops over time right up until the Summit begins, giving the gatherings their trademark relevance. As invited delegates register, their expertise and interests are noted and many are selected to be part of presentations as panelists, moderators or speakers.

Summit Highlights



SUMMIT 2016: Tyrol

10TH ANNIVERSARY

Location: KitzKongress, Kitzbühel, Tyrol, Austria

Theme: “Back to the Future”

The Global Wellness Summit celebrates its 10th anniversary in the town of Kitzbühel, nestled in the Alps in the region of Tyrol, Austria. Long regarded as the European cradle of wellness tourism, Tyrol holds a unique place in history as a wellness pioneer. By putting tourism at the center of its economy, it brings people and businesses together to promote the region’s distinct health-focused natural resources. With the theme “Back to the Future,” we acknowledge Europe’s contribution to the wellness movement, along with the Summit’s prestigious history, while at the same time, conceiving the best strategies for the next 10 years.



SUMMIT 2015: Mexico City

Location: The St. Regis Mexico City, Mexico

Theme: “Building a Well World”

With a rich history and sophisticated setting, Mexico City was the perfect destination for the ninth annual Summit. The newly branded Global Wellness Summit (GWS) was the first gathering in Latin America. The vibrant capital wowed visitors with a deep commitment to preserving its history and culture, while providing a showcase for innovation in both art and commerce. Our theme was “Building a Well World” - a fitting description of the larger umbrella of wellness under which so many sectors now fall. The keynote speaker was Deepak Chopra, MD, renowned author, physician and Ayurvedic expert and the event was emceed by Giselle Fernandez, the Emmy Award-winning journalist and noted philanthropist. The Global Wellness Institute was introduced, having achieved its 501c3 non profit status.



SUMMIT 2014: Morocco

Location: Four Seasons Resort Marrakech, Morocco

Theme: “>>Fast Forward”

The eighth annual Global Spa & Wellness Summit (GSWS) was held for the first time on the continent of Africa. The emphasis was put on wellness tourism with dignitaries from government ministries in attendance, and the agenda and keynote speakers focused on looking closely and creatively at the future in terms of architecture, technology, retail and the economy. Top speakers included leading economist and futurist, Kjell Nordström; rock-star architect, Bjarke Ingels; and innovative retail technologist, Paul Price. Research figures for the global wellness economy were presented including the first ever data on the global thermal/mineral springs industry. It was also announced that the Global Wellness Institute would be launched in 2015.



SUMMIT 2013: India

Location: The Oberoi, Gurgaon, New Delhi, India
Theme: “A Defining Moment”

The seventh annual Summit happened in India. A truly “defining moment” for the industry occurred when His Holiness the Dalai Lama took the stage for his keynote address on “What is Wellness?”. The record number of delegates also heard from 30 other high-profile keynote speakers who explored where the spa and wellness industries have been, where they’re headed and the many opportunities emerging in new wellness concepts and markets. The 2013 conference featured several critical firsts, including the full day emphasis on wellness tourism and six Global Forums on key industry subsectors. Unprecedented research from the “Global Wellness Tourism Economy” report revealed the evolving global wellness tourism sector to be worth \$439 billion globally – or one in seven of all tourist dollars.



SUMMIT 2012: Aspen

Location: The Aspen Meadows Resort, Aspen, Colorado
Theme: “Innovation Through Imagination”

For its sixth annual conference, and after adding “& wellness” to its name, the Global Spa & Wellness Summit (GSWS) was held for the first time in collaboration with another organization: the Aspen Institute. The event set a new attendance record, and delegates heard from eclectic speakers such as the former president of Costa Rica, the governor of Colorado, the former chair of Disney’s Imagineering, an Academy Award-nominated actress and an innovation heavyweight. Big-picture economic and geo-political trends were presented, and groundbreaking research from SRI International entitled “Spa Management Workforce & Education: Addressing Market Gaps” stunned the delegates, showing the critical shortage of personnel in our industry and the need for more people to enter the field of spa management.



SUMMIT 2011: Bali

Location: The Bali International Convention Center, Bali, Indonesia
Theme: “Engage the Change: The Customer. The Money. The Future.”

Located for the first time in Asia, the 2011 Summit attracted a record number of delegates and media. Attendees explored new ways to engage with consumers, enter new markets and embrace new technologies. The world’s first online portal dedicated to the medical evidence that exists for spa and wellness therapies, www.wellnessevidence.com, was unveiled. A landmark research report entitled “Wellness Tourism and Medical Tourism: Where Do Spas Fit?” explained the differences between wellness tourism and medical tourism.

Summit Highlights



SUMMIT 2010: Turkey

Location: The Ciragan Palace Kempinski, Istanbul, Turkey
Theme: "Bridges Worth Building"

The 2010 Summit attracted top-level executives and thought leaders from 40 nations, as delegates tackled critical industry issues and emerging opportunities. Highlights included a keynote speech from futurist Edie Weiner, of Weiner, Edrich and Brown. A research report, "Spas & the Global Wellness Market: Synergies & Opportunities" from SRI International, examined how the industry can capitalize on the explosive consumer wellness revolution.



SUMMIT 2009: Switzerland

Location: The Victoria-Jungfrau Resort & Spa, Interlaken, Switzerland
Theme: "The Power of Collaboration"

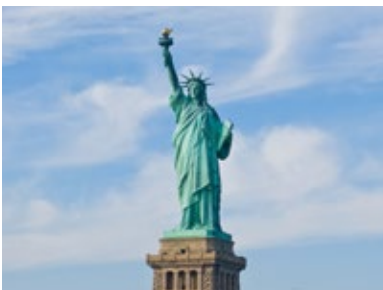
The third Summit, and first on the continent of Europe, was a smashing success even against the backdrop of a global recession. The agenda featured keynote presentations by Adolf Ogi, former president of Switzerland and UN special advisor, and Reto Wittwer, president and CEO of Kempinski Hotels, along with roundtable discussions on topics ranging from profit margins to hydrothermal collaboration to architectural designs of the future. Also, the first Student Challenge Competition was launched.



SUMMIT 2008: New York City

Location: The Waldorf=Astoria Hotel, New York, New York
Theme: "Advancing the Global Spa Economy"

Building on work that began in 2007, this Summit addressed an industry-wide skilled labor shortage, the lack of agreed-upon benchmarking and the need for environmental leadership. Keynote presentations by hotel visionary Ian Schrager and Dr. Richard Carmona, 17th surgeon general of the U.S., provided delegates with powerful calls to action. Also, the landmark "Global Spa Economy Report" from SRI International was presented giving the industry its first ever aggregation of figures globally.



SUMMIT 2007: New York City

Location: The Waldorf=Astoria Hotel, New York, New York
Theme: "Joining Together. Shaping The Future."

The inaugural event, named the Global Spa Summit, made history as leaders from the global spa, beauty, medicine, travel, hospitality, real estate and investment sectors came together to chart the future of the booming spa industry, which had seen double-digit growth for the past two decades. The Summit featured a keynote address by Steve Case, whose Revolution LLC is leading innovation in healthcare and wellness.

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