



GLOBAL WELLNESS
SUMMIT 2019

Mission Accomplished: Wellness Is a Global Force... What's Next?

Susie Ellis, Chairman & CEO, Global Wellness
Summit, US



GLOBAL WELLNESS SUMMIT

JOINING TOGETHER. SHAPING THE FUTURE.



1. New York



2. New York



3. Switzerland



4. Turkey



5. Indonesia



6. Aspen, CO



7. India



8. Morocco



9. Mexico



10. Austria



11. Palm Beach, FL



12. Italy



13. Singapore

**CONVENED
AROUND THE
WORLD**





GLOBAL WELLNESS
SUMMIT

GLOBAL WELLNESS TRENDS REPORT



FULL REPORT AVAILABLE AT

GLOBALWELLNESSSUMMIT.COM

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TREND: WELLNESS TAKES ON OVERTOURISM

Rise of the Urban Wellness Resort

Never has the world been so urban: Fifty-five percent of us now live in cities, and that will rise to 68 percent by 2050. At the same time, many cities are getting crushed by overtourism. So, more leisure and business travelers (and locals) will crave healing oases in metropolises. The urban wellness resort is one fast-rising trend, and while it initially seems counterintuitive, it's not, with some of the world's top wellness travel brands—whether Aman, Six Senses or One&Only—moving beyond their roots in exotic, far-flung locations to set up shop in big cities.

This is an excerpt from the "Wellness Takes on Overtourism" 2019 Global Wellness Trends Report.

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Summit Trend in the News



[How Wellness Hospitality Brands Can Succeed Amid Big-City Chaos](#) – *SKIFT*

Wellness hospitality is going urban in a big way. And a number of brands known for their idyllic locations are heading to New York City.



[Fivelements To Open Yoga & Sacred Arts City Destination In Causeway Bay, Hong Kong](#) – *Hong Kong Tatler*

Fivelements, the famed Balinese wellness retreat, has just opened their first urban retreat for yoga, sacred arts, wellness coaching and plant-based nutrition in Hong Kong.



[Equinox's New Hotel in NYC Combines Fitness and Luxury](#) – *Travel & Leisure*

Equinox, a leader in the "fitness as lifestyle" movement,



MEDISCENT: FRAGRANCE GETS A WELLNESS MAKEOVER

TREND

Aromatherapy 2.0: Scent as Medicine

The concept of aromatherapy, or using scent to treat "disease," is a centuries-old practice. However, what's old is new again thanks to huge leaps in technology, fragrance development and neuroscience studies. New functional fragrances, cleaner and greener ingredients, and more science-based research are resulting in health professionals, insurers and skeptical consumers taking another, more serious look at this age-old treatment.

For example, it's been discovered that scent can play a healing role for people suffering from neurological disorders, such as dementia or Alzheimer's disease. And a whole new category of clinical aromatherapy is emerging to treat common ailments such as insomnia, stress, nausea and even pain.

This is an excerpt from the "MediScent: Fragrance Gets a Wellness Makeover" 2019 Global Wellness Trends Report.

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Summit Trend in the News



[Aromatherapy: Scent as Medicine](#)—*Spa and Wellness International*

Huge leaps in technology, fragrance developments, and science-based research are making this age-old treatment new again.



[Functional Fragrance and the Rise of Scent as Wellness](#)—*The Sunday Edit*

When it comes to fragrance, it has more to do than simply making us smell good.



[The Future of Fragrance is Positively Sci-Fi](#)—*Dazed Digital*

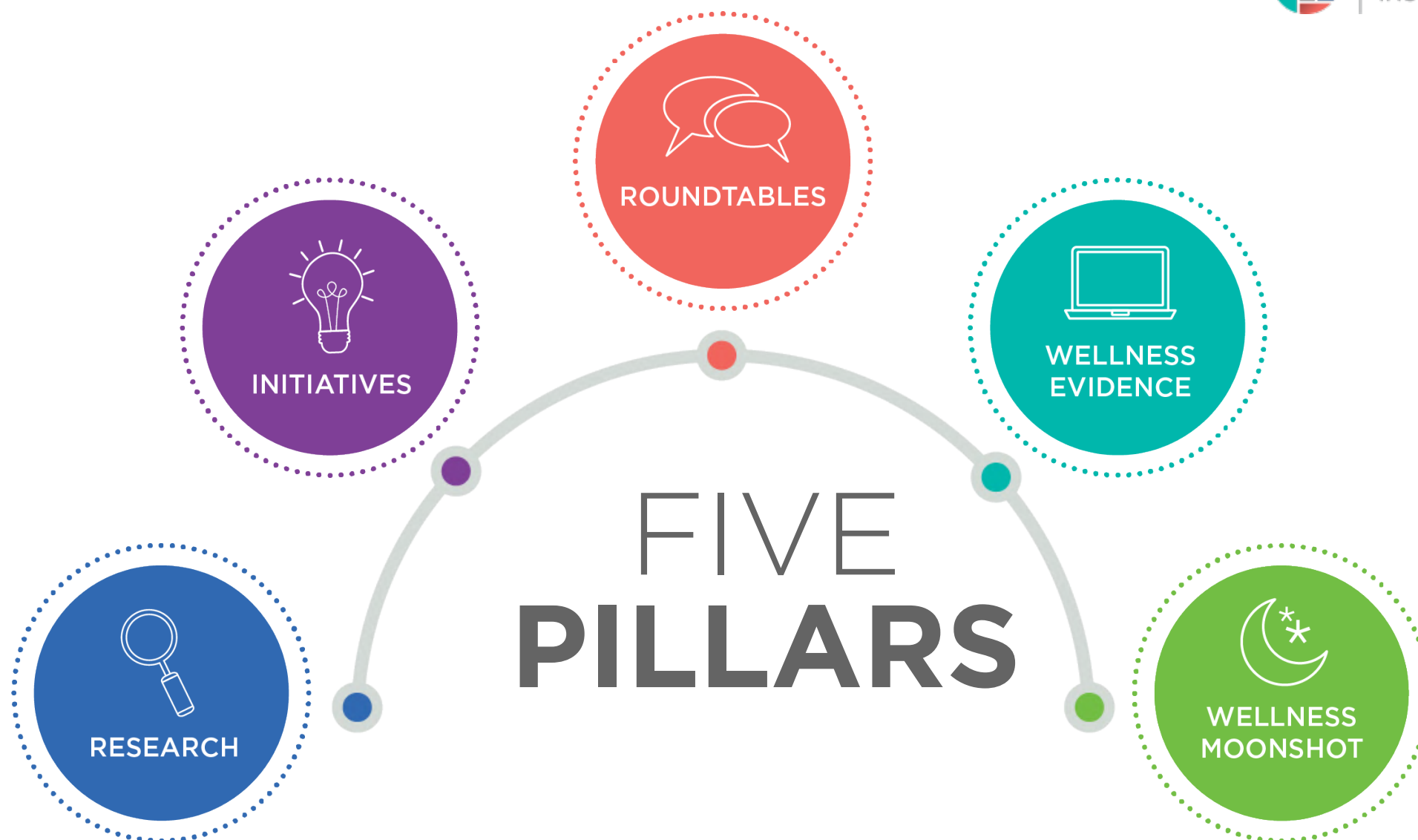
GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017





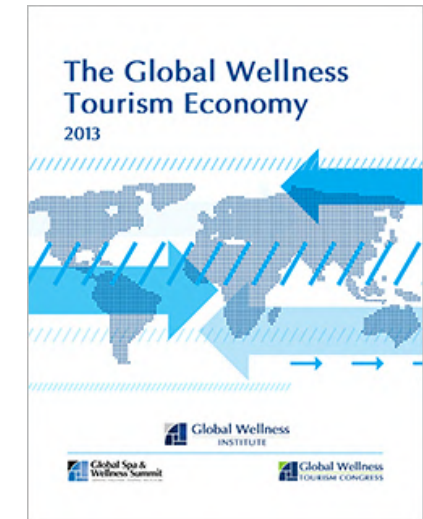
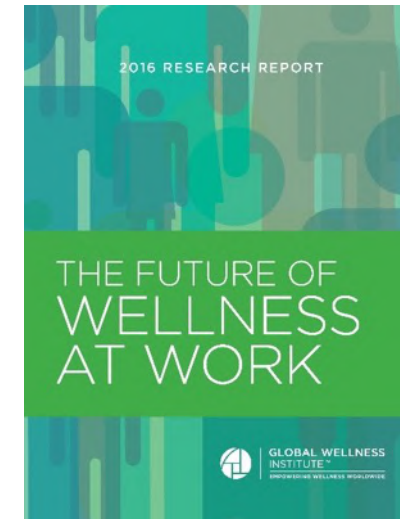
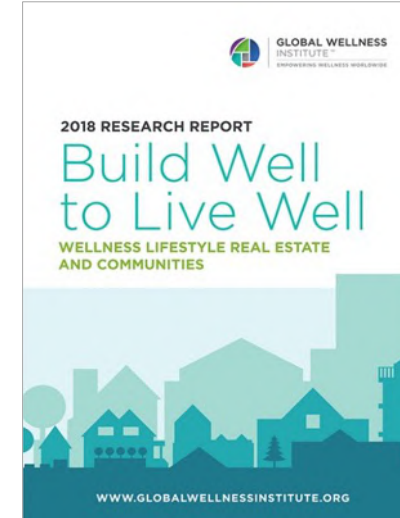
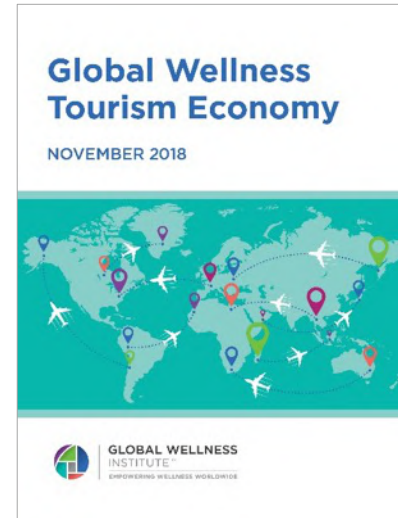
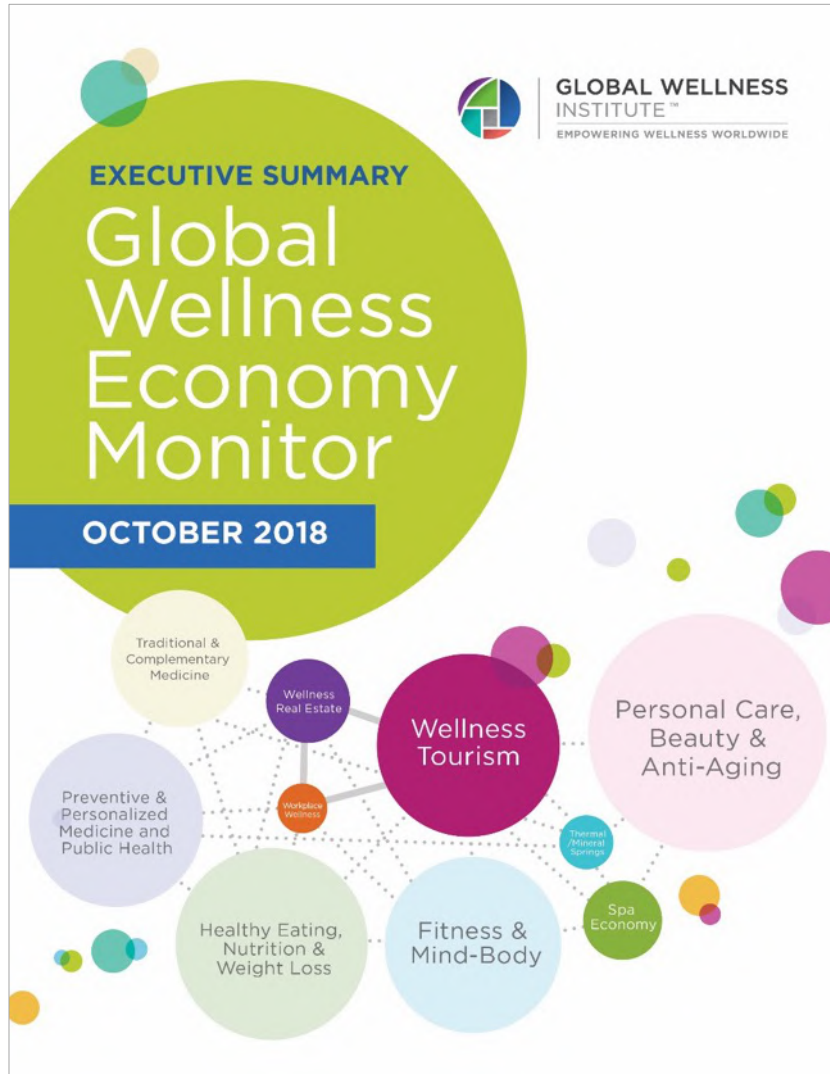
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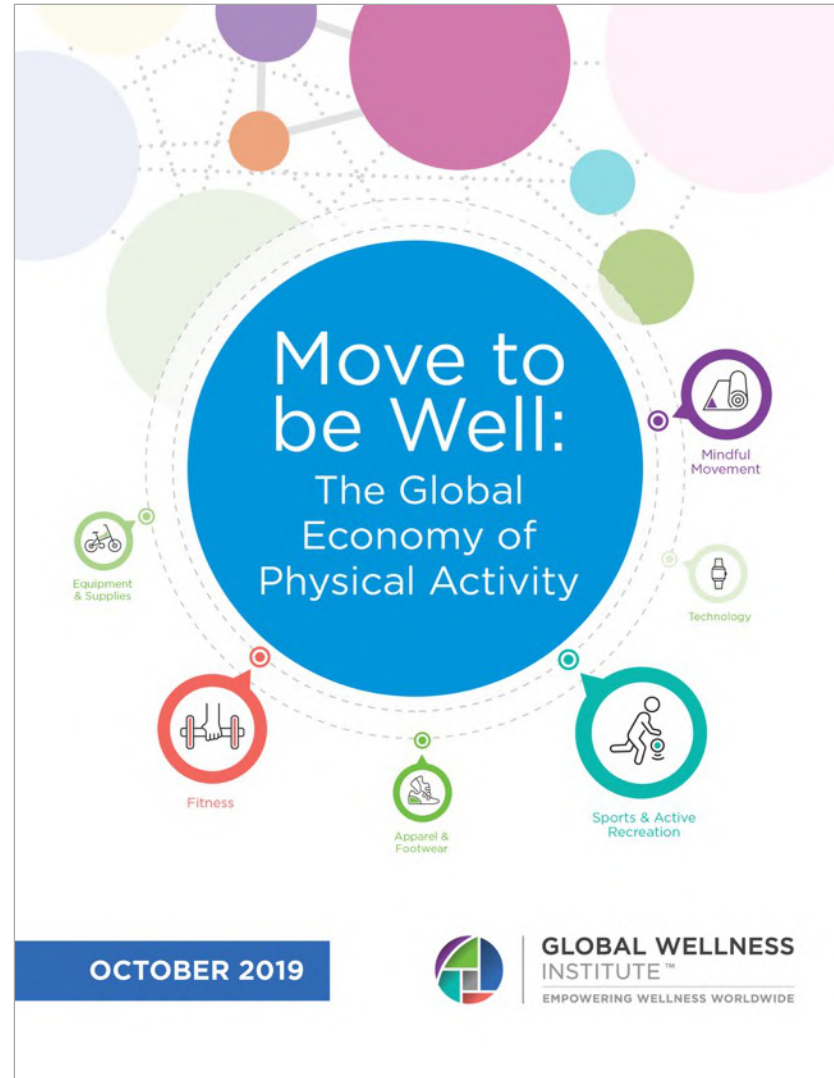


RESEARCH





RESEARCH





RESEARCH

Understanding Wellness:

Four Global Forces Driving the Growth of the Wellness Economy

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Global Wellness Institute
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Understanding Wellness:

Opportunities & Impacts of the Wellness Economy for Regional Development

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28 INITIATIVES

Africa Wellness

Beauty Meets
Wellness

Beyond GDP:
Wellbeing &
Happiness

Consulting Best
Practices

Digital Wellness

Dying Well

Eastern European

Exploring Salt &
Halotherapy

First 1000 Days

Hot Springs

Hydrothermal

Immersion

Massage Makes
Me Happy

Mental Wellness

Peer to Peer
Leadership Training

Social Impact

Sound Healing

Supporting UN 17
SDG's

Sustainability

Wellness
Architecture

Wellness at Work

Wellness for
Cancer

Wellness for
Children

Wellness Coaching

Wellness Retail

Wellness Tourism

Women in
Leadership

Yoga Therapy



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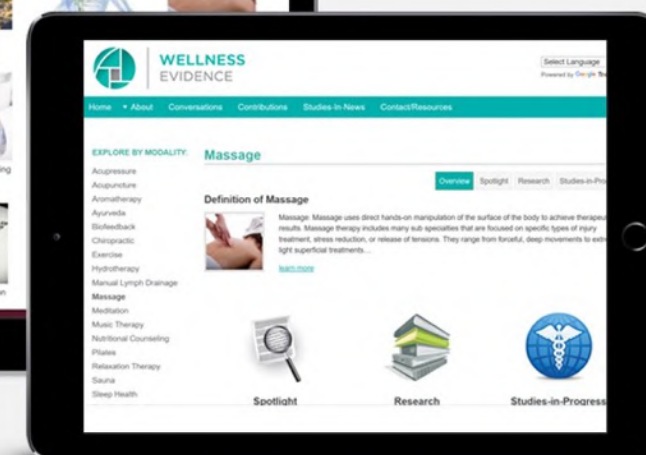
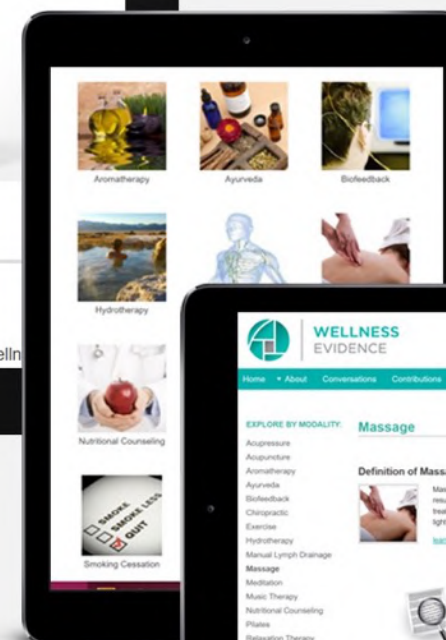
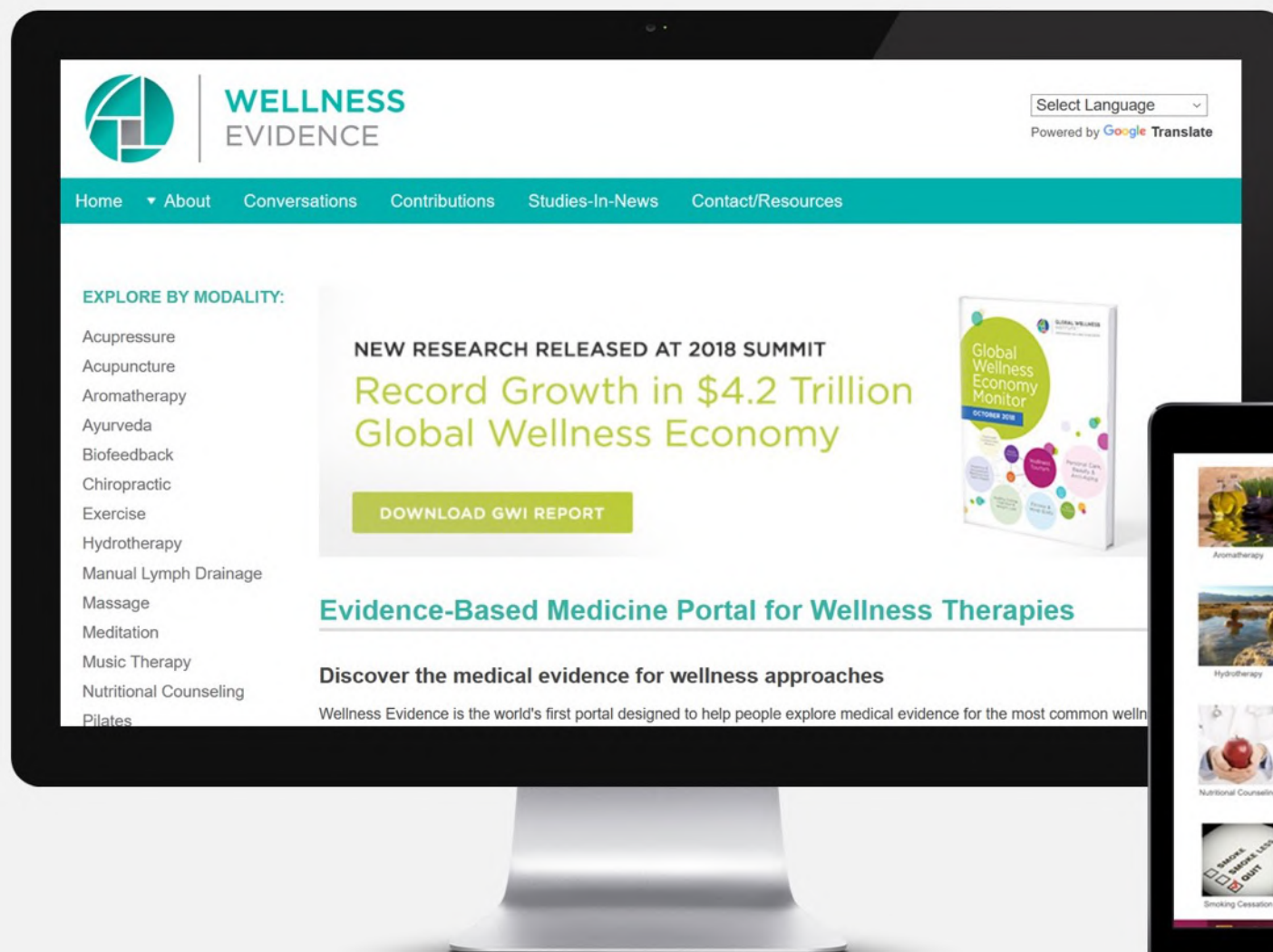
Wellness Tourism

Women in
Leadership

Yoga Therapy

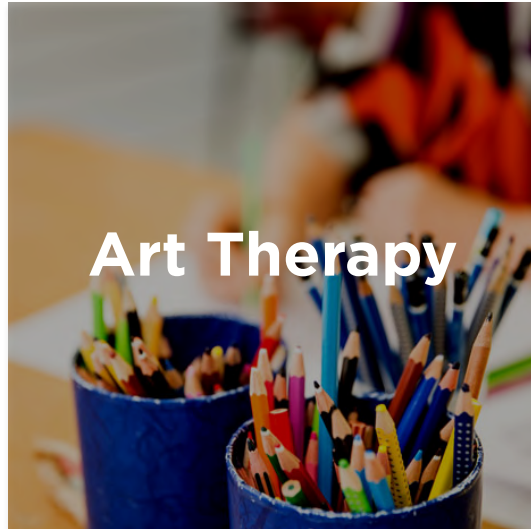


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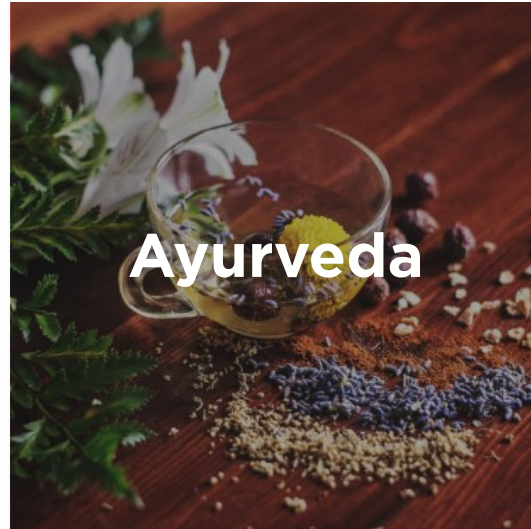




NEW MODALITIES



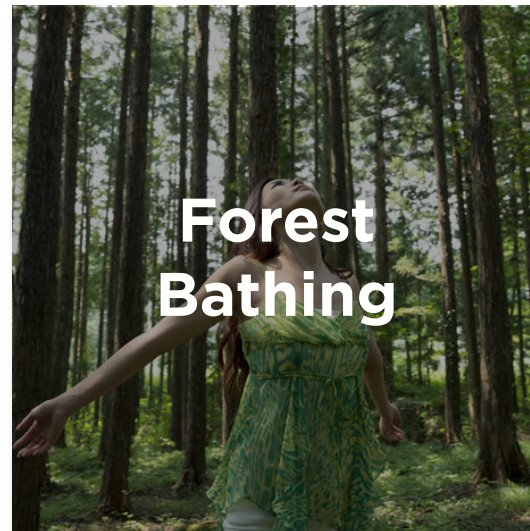
Art Therapy



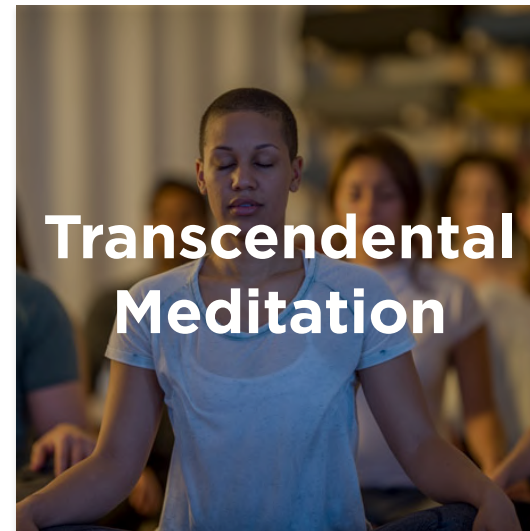
Ayurveda



**CAM for
Cancer**



**Forest
Bathing**



**Transcendental
Meditation**



The Wellness Moonshot

A World Free of Preventable Disease



WELLNESS MOONSHOT

A WORLD FREE OF PREVENTABLE DISEASE



**Organizations
Participating**

354



**Employees
Impacted**

505620



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[#Flyshame Era: Wellness Travel Industry Will Be Held Especially Accountable](#)
[GWI Launches "Dying Well" Initiative](#)
[People Who Nap 1-2 Times a Week 48 Percent Less Likely to Have Heart Attack](#)
[October's Wellness Moonshot: How to Experience—and Spread—More Joy](#)
[GWI's Annual Auction Is Live: Bid on Amazing Trips, Art & Experiences](#)
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MONTHLY BAROMETER – WELLNESS EDITION

[#Flyshame Era: Wellness Travel Industry Will Be Held Especially Accountable for Their Environmental Practices](#)

By *Thierry Malleret, economist*

Just a few months ago, the "fly shame" movement was still a very weak signal, hardly on the radar of most business executives and barely discussed outside of Europe. *No more.* Headlines swarm about air travel's horrible environmental impact, and the "no-fly" and "fly less" movements will expand fast globally.

Wellness travel businesses—because of the values they're supposed to embody—will be held especially, increasingly accountable for how they deal with the environment. Clients, investors, activists and also regulators will "punish" wellness destinations that don't walk the environment talk. For companies in the wellness space overall, sustainability is not a nice-to-have anymore but a financial obligation.

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[GWI Launches "Dying Well" Initiative](#)



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MONTHLY BAROMETER – WELLNESS EDITION

[Congestion Taxes Are the Best Overtourism Solution, But Fallout Would Be Unequal Access](#)

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Globally, the problem of overtourism is growing to such proportions that it's hard to imagine how it can be addressed without some kind of "tourism" or congestion tax—whether taxes on hotels/accommodations or simply on tourists themselves. It's the most sensible, effective solution to fighting overtourism. But the unintended, unwanted consequence: It reinforces social inequality and hits the emerging middle class. In the future, will only "premium" travelers be able to go to historic Venice or climb Mont-Blanc (let alone Mount Everest, which now costs roughly \$40,000 per person)?

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[Gallup Launches New Online Resource, the Global Happiness Center](#)

As Brexit in the UK and the Arab Uprisings in Egypt have shown, rising GDP doesn't do a very good job at predicting unrest because money doesn't equal social wellbeing. That's why research organization Gallup has been measuring people's perception of their own wellness/happiness in 140 countries for 13 years—polling them on things such as their stress levels and whether they feel treated with respect. Last



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Susie Ellis, Chairman & CEO, Global Wellness
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