



Wellness Communities on the Rise: How Should We Measure & Attract Investment?

Breakout Discussion Forum

Facilitator

Mia Kyricos, Chief Brand Officer, Spafinder Wellness, Inc., U.S.

Participants

Benjamin Beja, CEO, TAO Inspired Living, Mexico

Anna Bjurstam, Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d'Etre, Sweden

Alfredo Carvajal, President, Delos International and Signature Programs, Delos Living LCC, U.S.

Gloria Caulfield, Director, Lake Nona, U.S.

Andrew Gibson, Vice President, Spa & Wellness, FRHI Hotels & Resorts, United Arab Emirates

Kevin Kelly, CEO and Partner, Two Bunch Palms, United States; Founder, Civano Living, U.S.

Joy Menzies, Managing Director, Destination Spa Management Ltd, Thailand

Steve Nygren, President and Founder, Serenbe, U.S.

Contributors

Lisa M. Clarke, Executive Director, Destination Medical Center, U.S.

Steve Kass, CEO, Steve Kass Consulting - Wellnext Concept and Design, U.S.

Robert Ranzi, CEO & Founder, Cluster Wellness Tirol, Austria

Executive Summary

The purpose of this forum was to bring together key stakeholders with active commercial and/or personal interests in wellness communities (defined as *“communities and buildings proactively developed with the holistic health of its residents, guests, environment and surrounding community in mind”*) to determine how to attract and measure investment moving forward.

The forum included an overview presentation by forum moderator, Mia Kyricos, who introduced the panel's over-arching position that traditional ROI is limiting when evaluating these types of projects. She challenged both panelists and contributors to offer first-hand examples of potential quantitative and qualitative measures - based on their current, pioneering experiences in the field - by which successful development of wellness communities could be guided and/or measured in the future. Delegates also joined the discussion which was documented on flip-charts, summarized below.

Panelists were sourced from the newly developed [Wellness Communities Initiative](#), sponsored by the [Global Wellness Institute \(GWI\)](#). Contributors included delegates who are also involved in the development of wellness communities and cities from different parts of the world.

The forum concluded with the promise that the work would be summarized with **the goal to inspire GWI researchers, who attended the session, to potentially commission dedicated research on the field of wellness communities and related real-estate development projects in the year(s) ahead.** Ideally, this research would conclude with a recommended "framework for development" of future projects.

Additionally, delegates were invited to leave their business cards to be added to the wellness communities' database - currently under development - and to visit the wellness communities' initiative website, hosted by the Global Wellness Institute, for additional news and resources in the months ahead.

FLIP CHART DISCUSSION

(1) What Is A Wellness Community? (Quick Poll of the Audience)

Conscious Living. Healthy Lifestyle. Sustainable. Connected. Mind, Body, Spirit.
Community. Holistic well-being including fitness. Individual wellness.

(2) What *Quantitative Measures Should / Can Be Considered?

- Energy Savings for the entire community as well as per residence (for individual home-owners)
 - This savings can impact both overall operations (ex: costs of operating shared facilities) as well as per residence (ex: home utility costs)
- Reduced health costs of residents (because quality of life is better, ability to stay fit is easier, etc)
- Increased Premiums on Real Estate in comparison to surrounding towns / areas
 - Home Sales (Ex: *15-25% were discussed)
 - Commercial/Residential Rents (Ex: *7-8% were discussed)
 - Hotels: Average Daily Rates (Ex: *28% premiums were discussed), Revenue Per Available Room (RevPar), Length of Stays
- Sales velocity within the community (in comparison to residential communities in surrounding towns)

- Premiums on HOAs (Home Owner Association Fees) due to enhanced wellness-related activities
- Increased development / construction costs
 - Note: Construction costs may increase to meet environmental and/or building standards with limited-to-no impact to sales velocity given long-term saving potential
- Return on Wellness (ROW), which is a calculation that's TBD but should be considered
- Key Health Performance Indicators (due to effective light, sleep, sound, air quality, etc., of the overall built environment)
- Positive cash flow on pre-sale of homes for further development
- Financial impact to local community businesses and existing residents / employees of town

*Measures would ideally include premiums captured on real estate (such as home prices and/or sales velocity) as well as those that would benefit ongoing operations / management (such as cost-savings on energy costs or average daily spend of guests, etc).

* Figures cited here were merely discussed based on individual panelist experiences shared during the session and should not be considered as benchmarks at this time.

(3) What Qualitative Measures Should / Can Be Considered?

- Individual wellbeing, including the benefits associated with being “connected” in an otherwise lonely/solitary world (increasing happiness or even extending one’s life)
 - Note: For example, in studies referenced by panelist Kevin Kelly, consumers were asked “how do you define well-being?” (53% talked about being “more hopeful and joyful”)
- Planetary Health, including sustainable consumption and disruption to residential area
- Optimizing quality life for consumers/residents via wellness-related experiences & activities, inclusive of ancient techniques, traditions, complementary alternative medicine (CAM)
- Availability of ongoing cultural and educational enrichment
- Market perception (both of new residents to the community as well as pre-existing local community members)
- Return on Wellness (ROW), which is a calculation that's TBD but should also be considered here

(4) What “Parking Lot” Issues Arose During Discussion (related topics that should be considered for future discussion and/or work associated with the Wellness Communities Initiative)?

- a) How does technology play a role in measuring wellness communities? (Frank Pitsikalis, Founder & CEO of Resort Suite, suggested that technology can also play a role in connectivity of residents who live within a community).

- b) *How can the medical community play a role?* (A delegate suggested that wellness communities should include integrative health & wellness so that community members may both proactively improve quality of life while also treating any health-related issues).
- c) *How to measure the quality of education?* (A delegate discussed education regarding the offerings of a community, as well as education in general will be an important part of a community's development).

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