



Global Wellness

INSTITUTE

Dear Esteemed Colleague,

It is our great pleasure to invite you to the prestigious 2014 **Global Spa & Wellness Summit (GSWS)** at Four Seasons Resort in Marrakech, Morocco, September 10-12, 2014, as well as the **Global Wellness Tourism Congress (GWTC)**, which will take place on the first day of the Summit, September 10.

We thank the forward-thinking Ministry of Tourism and the Moroccan Agency for Tourism Development (SMIT) for being instrumental in bringing the Summit to Marrakech and for taking a leadership role in making wellness tourism a key objective for Morocco—an objective that all the world can emulate.

Morocco inspires us. We have represented this inspiration through the various photographs in this invitation, beginning with a lantern, long a centerpiece of the artistry of this African nation. And while these intricately patterned, illuminated metal works are an emblem of an ancient culture, they are also handcrafted by modern masters. It is this juxtaposition of ancient and modern that provides the perfect context for the 2014 Summit.

The theme of our eighth annual event is ***Fast Forward***, which represents the great momentum in the worlds of spa, wellness and tourism. It also represents the urgency with which we embrace the future—and the impact of that future on our lives, both personal and professional. To bring the future into focus for the Summit, we will put particular emphasis on global macrorends and their implications. We will address the future of technology, architecture and design, brain science and retail. We will also take a special look at the future of Africa.

Delegates to the GSWS will experience days packed with top-level keynote speakers, presentations, panels and workshops. We will provide opportunities for you to join the exchange of ideas, and together, we will explore wellness technologies. And just as the days are filled with inspiring content, the evenings are filled with events that promise to be both magical and memorable.

There are also numerous options to explore this rich and diverse country with fellow delegates, including a city tour of the spas of Marrakech and an authentic Moroccan hammam experience, as well as numerous excursions designed to introduce you to some of Morocco's famous cities and landmarks. There will even be a hot springs tour—a first for this country.

Anyone who has attended a previous Summit can attest to the importance we put on relationship building. This happens in the plenary sessions, Forums, and spectacular evening events. We invite you to experience it all. Please join us.

With warmest regards,

Susie Ellis and The Board of Directors

Jean-Claude Baumgarten (CREWE Associates), **Emanuel Berger** (Berger Hospitality Management GmbH), **Anna Bjurstam** (Raison d'Etre and Six Senses Hotels Resorts Spas), **Philippe Bourguignon** (Revolution Places), **Dr. Marc Cohen** (RMIT University), **Susie & Pete Ellis** (Spafinder Wellness, Inc.), **Gina Diez Barroso de Franklin** (Grupo Diarq), **Andrew Gibson** (Fairmont Raffles Hotels International), **Susan Harmsworth** (ESPA International), **Mia Kyricos** (Spafinder Wellness, Inc.), **Veer Singh** (Vana Retreats), **Mary Tabacchi, PhD** (Cornell University)



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CORDIALLY INVITES YOU TO THE 2014

Global Spa & Wellness Summit

IN CONJUNCTION WITH THE

Global Wellness
Tourism Congress

September 10-12, 2014

Four Seasons
Resort Marrakech

MOROCCO

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SUMMIT: AT A GLANCE

Overview

The Global Spa & Wellness Summit (GSWS) is an invitation-only international gathering that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industries. The Global Wellness Tourism Congress (GWTC) meets on the first day of the Summit. The 2014 Summit will take place this September 10-12, in Marrakech, Morocco, under the theme, ***Fast Forward.***

Delegates

Every effort is made to ensure that those attending the annual GSWS are leaders and decision-makers from a variety of arenas. Delegates must have senior executive titles such as CEO, president, chairman, divisional SVP or owner. Company size, yearly sales, number of employees and length of time in business are also taken into consideration. Special room is allotted for government leaders, educators, media and those from the not-for-profit sector.

Format and Agenda

Each carefully developed agenda features high-profile speakers and addresses the timeliest issues, ensuring the GSWS offers the vibrancy and relevancy that has become its trademark. As invitees register, their expertise, interests and areas of concern are noted. This information is taken into consideration, along with global events and industry trends, to create the final Summit agenda.

Spirit of the Summit

The “spirit” of the GSWS is one of shared purpose versus individual gain. It is an opportunity to put aside competitive egos and personal business agendas and spend time joining together and shaping the future of the spa and wellness industries. Modeled in part after the World Economic Forum in Davos, Switzerland, the GSWS brings together top-level decision-makers from around the world. All contribute time and resources to fund the Summit, and all attendees are asked to refrain from self-promotion. 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.



FOUR SEASONS RESORT MARRAKECH

SETTING

Setting of the 2014 Summit

Located in the northwest African nation of Morocco, Marrakech is a fascinating city where visitors can explore the old and the new. You can stroll along the alleys and souks of the traditional ancient walled medina, and then explore colonial Ville Nouvelle, where you'll find trendy boutiques and quaint cafés. Arabic and French are spoken throughout the country.

Accommodations

Four Seasons Resort Marrakech: This award-winning, five-star hotel is the site for all Summit sessions, luncheons and select social events.

The Pearl Marrakech: Designed by the acclaimed Jacques Garcia, The Pearl Marrakech offers an intimate atmosphere with a modern edge in the heart of magical Marrakech.

Hivernage Hotel & Spa: Intimate and friendly, it is situated just minutes away from “Jemaa-el-Fnaa”—the main square and marketplace of Marrakech’s medina quarter (old city).

Hotel Atlas Asni: Walking distance from Four Seasons Resort Marrakech, this hotel offers simplicity with many amenities.

Traveling to Morocco

There are hundreds of flights into Morocco daily. Popular airports include Marrakech, Casablanca and its capital city, Rabat. Many major airlines operate international flights directly to Morocco, and it is relatively easy to fly directly into Marrakech from many European cities. It is a short flight from Paris.

Visa (or Passport) Requirements

Most travelers who want to visit Morocco can do so without applying for a visa if the trip will not exceed three months. However, it is essential that all travelers arrive with a passport that is valid for at least six months from the time of entering Morocco. We recommend checking current regulations with the Moroccan Embassy in your country.

What to Wear

September weather in Marrakech ranges from 17° C (63° F) to 33° C (91° F) with a comfortable, dry heat that makes outdoor evening events particularly attractive. Delegates are invited to dress in smart, casual clothing (no jackets or ties required) for Summit meetings and to dress up a bit for evening events.



MARRAKECH

PROGRAM OVERVIEW

In addition to three days of cutting-edge programming, a variety of additional activities are available.

Pre-Summit or Post-Summit: Group excursions or customized travel are available via Abercrombie and Kent (A&K). Possibilities include spending the night in a Bedouin tent in the Sahara Desert; visiting Fez, one of the most complete medieval cities in the world; or experiencing the romance and adventure of Casablanca, to name a few. Check www.gsws.org for details.

Tuesday, September 9: Marrakech spa tour option, workshops and get-acquainted salons, pre-Summit cocktail reception at Four Seasons Resort Marrakech

Wednesday, September 10: Summit sessions, GWTC, International Toasts: cocktails and dinner

Thursday, September 11: Summit sessions, evening “Arabian Nights” party

Friday, September 12: Summit sessions, late-afternoon champagne toast

Saturday, September 13: Moroccan hot springs tour or various excursions via A&K

Student Challenge

Several outstanding schools from the North African region will compete for trophies, cash and prizes in the 2014 Student Challenge. Teams will be asked to design a wellness/spa concept encompassing Moroccan culture that will appeal to the customer of the future, keeping in mind the Summit theme, ***Fast Forward.***

Infographic Competition

Open to anyone around the world, judges will look for the most creative and useful infographic that visualizes the future of spa and wellness. There will be cash prizes and an opportunity for the infographic to be used in a global campaign.

Activities and Pre- or Post-Summit Options

Consider adding once-in-a-lifetime experiences to your schedule, such as tours of historical settings and visits to medinas, gardens, sand dunes, beaches, palaces and riads. You will want to carve out some time for shopping in open-air marketplaces that offer cultural crafts, including carpets, lanterns, silver, tiles and leather.



SELMAN MARRAKECH

REGISTRATION

The 2014 GSWS Registration Fee Includes:

- All general and breakout conference sessions
- Industry Forums and GWTC
- Breakfasts, lunches and the energy breaks
- Welcome networking cocktail party
- International Toasts dinner
- Evening off-site “Arabian Nights” party
- 2014 networking binder with delegate bios and contact information
- 2014 GSWS briefing papers
- 2014 GSWS research
- Access to online summaries, presentations and transcriptions

Delegate Rate - \$2390 early registration fee*

*please note that rates will increase after the early registration period

Spouse Rate - \$1195 Spouses are invited to attend all conference sessions and social functions; however, they will not receive copies of the conference collateral or research reports.

To Register or Access Additional Information:

Visit www.gsws.org or call +1.212.716.1205

Accommodations

The GSWS has secured special rates for our delegates at the following hotels:

Four Seasons Resort Marrakech - special rate of US\$275 (2 266 MAD) per night, single occupancy, US\$296 (2 442 MAD) per night, double occupancy

The Pearl Marrakech - special rate of US\$242 (2 000MAD) per night, single or double occupancy

Hivernage Hotel & Spa - special rate of US\$155 (1 280MAD) per night, single or double occupancy

Hotel Atlas Asni - special rate of US\$100 (835MAD) per night, single occupancy, US\$120 (985MAD) per night, double occupancy

Delegates must be registered for the 2014 Summit or the GWTC in order to reserve a room at these hotels with the Summit's special rates. Please note reservations are first-come, first-served, so we encourage you to book early.



THE ROYAL MANSOUR

PARTIAL LIST OF PAST PARTICIPANTS

JEAN-CLAUDE BAUMGARTEN* (Chairman & CEO, CREWE Associates) • EMANUEL BERGER* (Founder, Berger Hospitality Management GmbH) • RAYMOND BICKSON (MD & CEO, Taj Hotels & Resorts) • ANNA BJURSTAM* (Owner, Raison d'Etre) • DR. GERARD BODEKER (Professor, University of Oxford Medical School) • FILIP BOYEN (COO, Orient Express) • PHILIPPE BOURGUIGNON* (Vice Chairman, Revolution Places) • DR. RICHARD CARMONA (17th Surgeon General & Vice Chairman, Canyon Ranch) • STEVE CASE (Chairman & CEO, Revolution, LLC) • SUBHASH CHANDRA (Chairman, ZEE & Essel Group) • DR. MARC COHEN* (Professor, RMIT University) • GINA DIEZ BARROSO DE FRANKLIN* (President & CEO, Grupo Diarq) • DR. OLIVER COURTIN-CLARINS (Owner and MD, Clarins Group) • DZIGBORDI K. DOSOO (CEO, Allure Africa, Ltd.) • PETE ELLIS* (CEO, Spafinder Wellness, Inc.) • SUSIE ELLIS* (President, Spafinder Wellness, Inc.) • DR. ELISSA EPEL (Co-Founder, Telome Health) • CG FUNK (VP Industry Relations, Massage Envy) • ANDREW GIBSON* (Vice President of Spa & Wellness, Fairmont Raffles Hotels Intl) • JOSE MARIA FIGUERES OLSEN (Former President, Costa Rica) • LEONARD FLUXMAN (President & CEO, Steiner Leisure Ltd.) • Dr. DANIEL FRIEDLAND (Founder, SuperSmartHealth) • PETER GREENBERG (Travel Editor, CBS News) • THOMAS GOTTLIEB (Managing Partner, Geolo Capital) • LEANDRO GUALTIERI (President, STB Thermal Spas) • SUSAN HARMSWORTH* (Founder, ESPA Intl.) • SEAN HARRINGTON (Managing Director, Elemis Ltd) • MARIEL HEMINGWAY (Actress & Wellness Advocate) • WOLF HENGST (Chairman, Wahanda & Amala Holdings) • YOSHIHARU HOSHINO (CEO, Hoshino Resort Co., Ltd.) • NEIL JACOBS (CEO, Six Senses Hotels Resorts Spas) • JOHN KAO (Innovation Activist & Author) • MIA KYRICOS* (Chief Brand Officer, Spafinder Wellness, Inc.) • DR. ROBERTA LEE (Vice Chair, Dept. of Integrative Medicine, Beth Israel Hospital) • DAVID MCCAUGHAN (EVP, McCann Worldgroup Asia Pacific) • DR. HOWARD MURAD (CEO & Founder, Murad, Inc.) • CHRISTOPHER NORTON (President Hotel Operations, EMEA, Four Seasons Hotels & Resorts) • VIKRAM OBEROI (Chief Operating Officer and Joint Managing Director, EIH Limited) • ADOLF OGI (Former President of Switzerland) • CRISTINA ONG (Owner, COMO Shambhala Group) • DR. KENNETH R. PELLETIER (Clinical Professor of Medicine & Author) • STEPHEN PURDEW (Director & Co-owner, Champneys Health Resorts) • PETER RUMMELL (Former Chairman, Disney Imagineering) • IAN SCHRAGER (Chairman & CEO, Ian Schrager Company) • SYLVIA SEPIELLI (Founder, SPAd Inc.) • SONU SHIVDASANI (CEO, Soneva Resorts and Spas) • VEER SINGH* (Founder, Vana Retreats) • TED SOUDER (Head of Industry & Retail, Google) • DAVID STOUP (Chairman, Trilogy Spa Ventures) • DEBORAH SZEKELY (Founder, Rancho La Puerta & The Golden Door) • MARY TABACCHI, PhD* (Professor, Cornell University) • DR. DASHO KARMA URA (President, The Centre for Bhutan Studies and GNH Research) • TODD WALTER (CEO, Red Door Spa Holdings) • EDITH WEINER (President, Weiner, Edrich, & Brown, Inc.)

...and hundreds of other industry leaders and esteemed colleagues.

* Board Member



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AND OUR EARLY SPONSORS

