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

Susie Ellis, Chairman & CEO, Global Wellness Summit, US
CONVENED AROUND THE WORLD

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
TRENDS: 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 spaces 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 Over-tourism" 2019 Global Wellness Trends Report.

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 new is how, 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, nurses 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 "MediScents: Fragrance Gets a Wellness Makeover" 2019 Global Wellness Trends Report.

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.

Pivotal Moments: Opening Yoga & Sacred Arts City
It’s the Yoga & Sacred Arts City Destination in Causeway Bay, Hong Kong. -- Hong Kong Tatler

Pivotal moments, 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 Comines Fitness and Luxury — Travel & Leisure

Equinox, a leader in the “fitness as lifestyle” movement,
GLOBAL WELLNESS ECONOMY:
$4.2 trillion in 2017

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018
FIVE PILLARS

- Initiatives
- Roundtables
- Research
- Wellness evidence
- Wellness moonshot
RESEARCH
Understanding Wellness:
Four Global Forces Driving the Growth of the Wellness Economy

Global Wellness Institute
White Paper Series
JULY 2019

Understanding Wellness:
Opportunities & Impacts of the Wellness Economy for Regional Development

Global Wellness Institute
White Paper Series
SEPTEMBER 2019
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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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
#Flyshame Era: Wellness Travel Industry Will Be Held Especially Accountable for Their Environmental Practices

*By Thierry Malvert, 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. Air-mare headlines focused on air travel’s terrible environmental impact, and the “no-fly” and “fly less” movements were expanding 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 environmental talk. For companies in the wellness space overall, sustainability is not a nice to have anymore but a financial obligation.

READ MORE

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GW Launches “Dying Well” Initiative

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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 stress levels. 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 felt treated with respect. Last

READ MORE
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