



GLOBAL WELLNESS
SUMMIT

AT A GLANCE

JOINING TOGETHER. SHAPING THE FUTURE.

The Global Wellness Summit (GWS) is dedicated to bringing together wellness leaders and visionaries to positively shape the future of the \$4.5. trillion global wellness economy.

The heartbeat of the GWS is its annual gathering, the most important global conference on the business of wellness. Held in a different country each year, the Summit brings together top wellness leaders from around the world for a three-day meeting where relationships are forged, investments are made, and business gets done. The GWS then amplifies the mission of the Summit year-round through its highly respected annual Trends Report and biweekly **TRENDIUM**, virtual classes and collaborations, a major press event, the GWS podcast series, new research, and more.

GLOBAL WELLNESS SUMMIT OBJECTIVES

- Provide **resources** to facilitate healthy growth for the wellness industry
- Inspire **collaboration** to solve shared industry challenges and issues
- Serve as a year-round platform for **dialogue** between industry leaders
- Identify and amplify emerging global wellness **trends**
- Support **research** and encourage innovation globally
- Cultivate **future wellness leaders** and foster relationships among key stakeholders

GLOBALWELLNESSSUMMIT.COM

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THE GLOBAL WELLNESS SUMMIT

AT A GLANCE



**GLOBAL
WELLNESS
TRENDS
REPORT &
TRENDIUM**

**FUTURE
WELLNESS
LEADERS**

**THE GLOBAL
WELLNESS SUMMIT**

Joining Together.
Shaping the Future.

**GWS PODCAST
SERIES &
INSTAGRAM
LIVECASTS**

**GLOBAL
WELLNESS
COLLABORATIONS**

**WELLNESS
MASTER CLASS
SERIES**

**ANNUAL PRESS
EVENT**

CO-HOSTED WITH THE
GLOBAL WELLNESS
INSTITUTE

GWS YEAR-ROUND LEADERSHIP

Throughout the year, the Global Wellness Summit offers collaborative virtual events, such as classes led by illustrious wellness leaders, the annual Global Wellness Trends Report and press event special programs for future wellness leaders, and more.



GLOBAL WELLNESS TRENDS REPORT & TRENDIUM

The GWS trends forecasting team is known for predicting the new directions in health and wellness that will shape the industry—a mission it readily undertook over 15 years ago. No other trends report is based on the perspectives of so many experts worldwide. This unique input makes for a powerfully informed global forecast. The **TRENDIUM**, a compendium of the latest trends impacting the multitrillion-dollar global wellness economy, is published biweekly.



ANNUAL PRESS EVENT

The annual GWS press conference in New York City has become a “must-attend” for media. The centerpiece of the popular event is the announcement of the Summit’s wellness trends for 2020, developed by the GWS trend forecasters and insights of experts from 50+ nations. In addition to the trends announcement, attendees enjoy an interactive wellness “playground,” a moderated trends roundtable and opportunities to meet with experts in the wellness industry.



WELLNESS MASTER CLASS

The GWS Wellness Master Class series offers attendees an opportunity to gain new insights and information about leading in a time of crisis—and learn practical solutions on how to manage effectively in challenging times. Since the GWS launched the series on April 1, thousands of individuals from countries around the world have attended the classes, which are held weekly on the Zoom platform.

GWS YEAR-ROUND LEADERSHIP



GLOBAL WELLNESS COLLABORATIONS

In April, the GWS introduced Global Wellness Collaborations to help businesses face the new challenges of COVID-19. The goal is to bring industry leaders together in meaningful dialogue and share ideas and best practices for navigating the pandemic and other issues. The GWS holds weekly collaborations for specific industry sectors, including spa and hospitality, fitness and mind-body, wellness at work, thermal/mineral springs, wellness real estate and more.



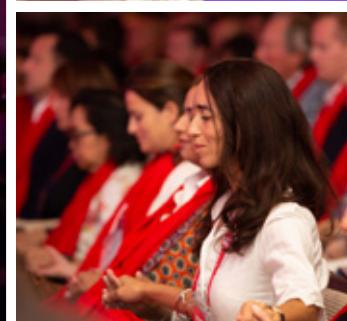
PODCAST SERIES & INSTAGRAM LIVECASTS

The Global Wellness Summit's podcast series features in-depth and provocative interviews with wellness luminaries who are shaping the \$4.5 trillion global wellness economy. In the thought-provoking podcasts, a range of wellness experts, from physicians, researchers and scientists to fitness and fashion icons to wellness tourism experts, share their insights and expertise.



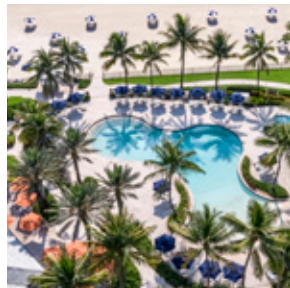
FUTURE WELLNESS LEADERS

The Summit's "Shark Tank of Wellness" student competition is a unique global challenge that rewards students for innovative ideas. Finalists are flown, along with their professors, to the annual Summit where they present their ideas on stage. The GWS is also introducing a mentoring program, which will give future wellness leaders the opportunity to work with experienced professionals, and a Summit scholarship program.



THE GLOBAL WELLNESS SUMMIT: 14-YEARS OF LEADERSHIP

The Spirit of the Summit is one of shared purpose rather than individual gain. Formal invitations to attend the Summit are extended to a select list of top-level executives, academics, scientists and medical doctors throughout the world, representing a cross section of the industry. All invitees have either applied or have been nominated and are approved based on their expertise, experience and leadership position.



SUMMIT 2020: The Breakers Palm Beach

Location: Palm Beach, Florida, US

Theme: “Resetting the World with Wellness”

Keynotes: To be announced

Highlights: How holistic and inclusive concepts could transform humanity post-COVID19; first Tech Pavilion; mental wellness and more.



SUMMIT 2017: The Breakers Palm Beach

Location: Palm Beach, Florida, US

Theme: “Living a Well Life”

Keynotes: Dr. Richard H. Carmona; Dr. Mehmet Oz; Dr. Andrew Weil; Dr. Dean Ornish; Dr. Elke B. Reisch; Elisa Epel, PhD; Dr. Paul Limburg; Dr. Michael Roizen

Highlights: *Build Well to Live Well* research, *Beauty2Wellness* report, *Wellness 2030* report, *The Wellness Moonshot: A World Free of Preventable Disease*



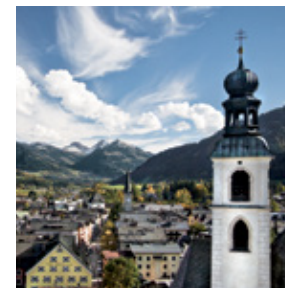
SUMMIT 2019: Singapore

Location: Grand Hyatt Hotel Singapore

Theme: “Shaping the Business of Wellness”

Keynotes: Bill Bensley, Neil Jacobs, Martin Palmer, John Wood and more

Highlights: Hospitality/tourism and wellness, making a positive impact on people and the planet.



SUMMIT 2016: Tyrol (10TH ANNIVERSARY)

Location: KitzKongress, Kitzbühel, Tyrol, Austria

Theme: “Back to the Future”

Keynotes: Tom Bauer; David Bosshart, PhD; Stephan Eberharter; Barbara Kolm, PhD; Dr. Harry F. König; David Clay Large; Jan-Emmanuel de Neve, PhD; Dr. Harald Stossier

Highlights: *Global Wellness Economy Monitor* research



SUMMIT 2018: Technogym

Location: Cesena, Italy

Theme: “Shaping The Business of Wellness”

Keynotes: Antonio Citterio; Clodagh; Neil Grimmer; Andrea Illy; Dan Buettner; Alberta Ferretti

Highlights: *Global Wellness Economy Monitor 2018* and *Global Wellness Tourism Economy 2018* research



SUMMIT 2015: Mexico City

Location: The St. Regis Mexico City, Mexico

Theme: “Building a Well World”

Keynotes: Nerio Alessandri; Gina Diez Barroso de Franklin; Martin Boudreau; Dr. Deepak Chopra; Maggie Hsu; Thierry Malleret; Agapi Stassinopoulos

Highlights: *The Future of Wellness at Work* research, formation of the nonprofit Global Wellness Institute



SUMMIT 2014: Morocco

Location: Four Seasons Resort, Marrakech, Morocco

Theme: “>>Fast Forward”

Keynotes: Donald Ardell, PhD; Dr. Daniel Friedland; Peter Greenberg; Bjarke Ingels; Kjell Nordström; Paul Price; Yahya Rouach; Dr. John W. Travis

Highlights: *Global Spa & Wellness Economy* research, Global Wellness Awards



SUMMIT 2010: Turkey

Location: The Ciragan Palace Kempinski, Istanbul, Turkey

Theme: “Bridges Worth Building”

Keynotes: Ahu Aysal; Philippe Bourguignon; Jan D. Freitag; Dr. Howard Murad; Kenneth R. Pelletier, PhD, MD; Marc A. Smith; Edie Weiner

Highlights: *Spas & the Global Wellness Market: Synergies & Opportunities* research



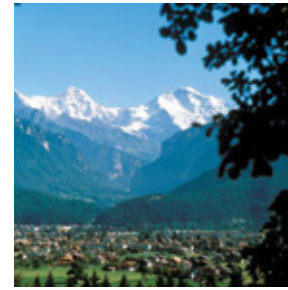
SUMMIT 2013: India

Location: The Oberoi, Gurgaon, New Delhi, India

Theme: “A Defining Moment”

Keynotes: His Holiness the Dalai Lama; Raymond Bickson; Kapil Chopra; Amitabh Kant; Thierry Malleret; Analjit Singh; Dasho Karma Ura

Highlights: *Global Wellness Tourism Economy* research, Global Wellness Tourism Congress, Infographic Competition



SUMMIT 2009: Switzerland

Location: The Victoria-Jungfrau Resort & Spa, Interlaken, Switzerland

Theme: “The Power of Collaboration”

Keynotes: Dr. Adolf Ogi; Reto Wittwer

Highlights: *Spa Impact on Hotel Revenue* research, Student Challenge Competition



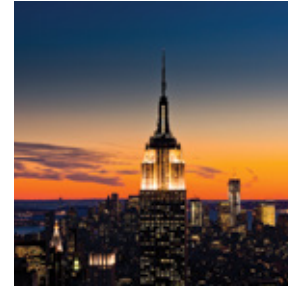
SUMMIT 2012: Aspen

Location: The Aspen Meadows Resort, Aspen, Colorado, US

Theme: “Innovation Through Imagination”

Keynotes: Philippe Bourguignon; Dr. Richard H. Carmona; Jose Maria Figueres; Mariel Hemingway; Governor John Hickenlooper; John Kao

Highlights: *Spa Management Workforce & Education: Addressing Marketing Gaps* research



SUMMIT 2008: New York City

Location: The Waldorf Astoria Hotel, New York, New York, US

Theme: “Advancing the Global Spa Economy”

Keynotes: Dr. Richard H. Carmona; Ian Schrager

Highlights: *Global Spa Economy Report*



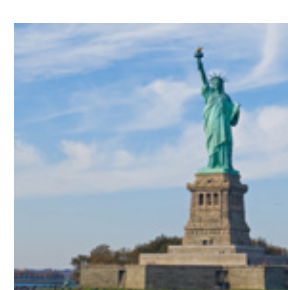
SUMMIT 2011: Bali

Location: The Bali International Convention Center, Bali, Indonesia

Theme: “Engage the Change: The Customer. The Money. The Future.”

Keynotes: Kate Ancketill; Dave McCaughan; Emmanuelle Linard; John Hardy; Dr. Sapta Nirwandar

Highlights: *Wellness Tourism and Medical Tourism: Where do Spas Fit?* research, wellnessevidence.com



SUMMIT 2007: New York City

Location: The Waldorf Astoria Hotel, New York, New York, US

Theme: “Joining Together. Shaping The Future.”

Keynote: Steve Case

Highlights: Inaugural event

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