



GLOBAL WELLNESS
SUMMIT // TYROL 2016

WELLNESS AS IT WAS MEANT TO BE

DR FRANZ LINER
LINER HOSPITALITY

visionary doctors in the 1960s

- _revolutionized the view of medicine
- _from a repair oriented science
- _to a philosophy of good and healthy life

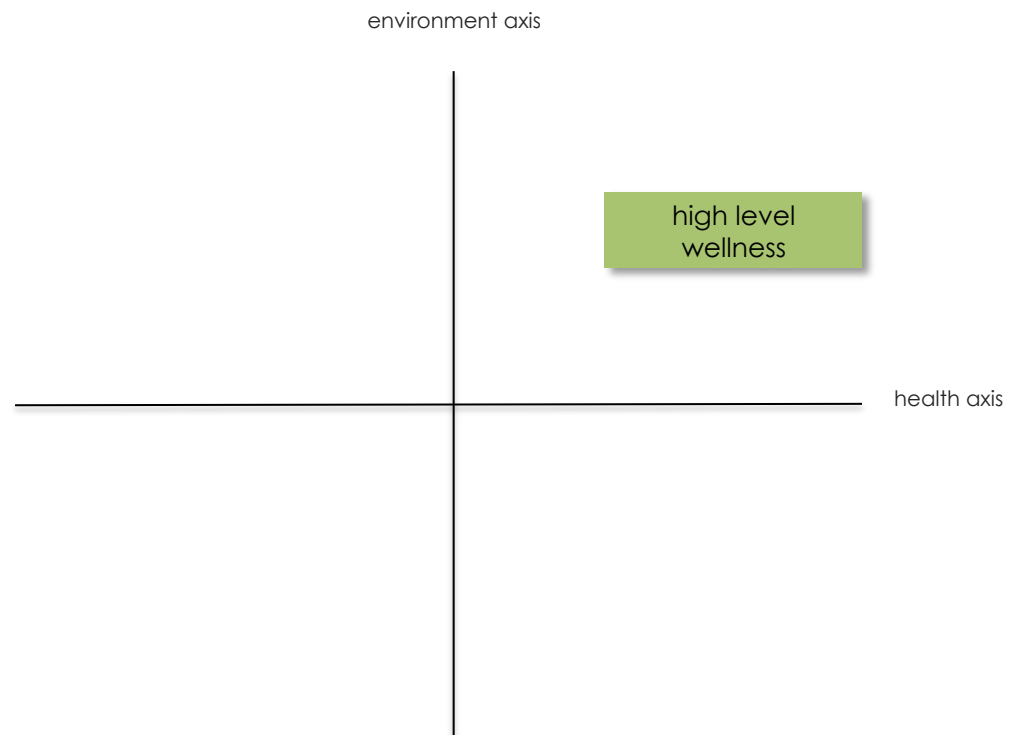
- _fulfilling life

visionary doctors in the 1960s

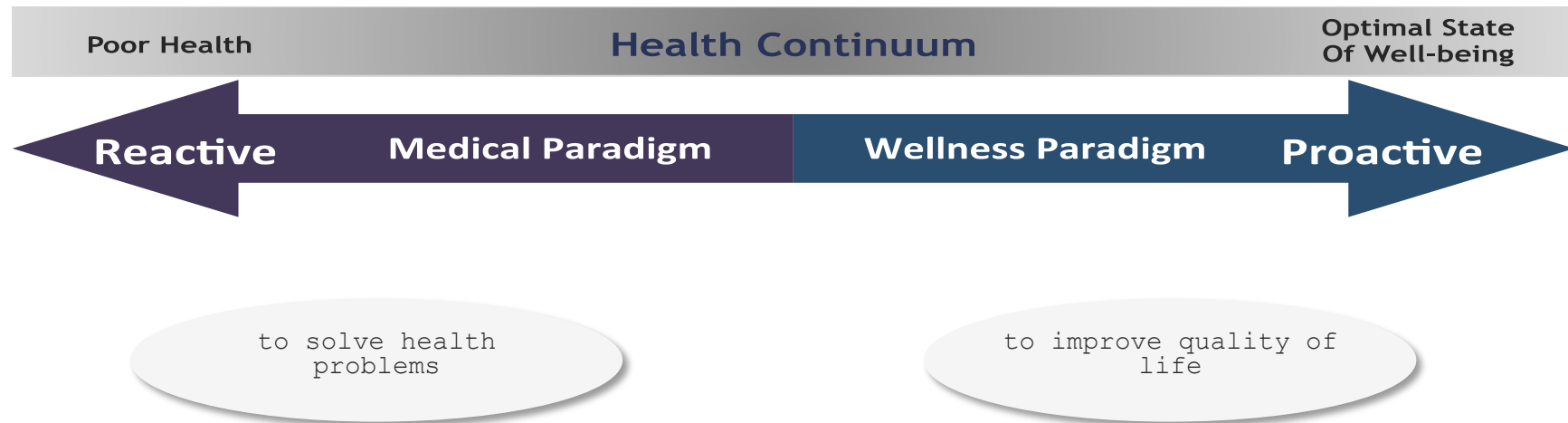
_not reactive to illness
_but proactive for health

_looking at **life as a whole**

dr halbert dunn



dr jack travis



travis and ardell

- _care of your physical self
- _use your mind constructively
- _express your emotions
- _be involved with those around you
- _be concerned about your environments

active health promotion through lifestyle change

embracing life as a whole

- _proactive
- _connecting
- _living naturally healthy
- _living in natural rhythms
- _living in healthy surroundings
- _cherishing the gift of life
- _being grateful

- _not counting calories



© DOVE



living instead of lifting

wellbeing (diener & seligman 2004)

have supportive friends and family
have rewarding and engaging work
be reasonably healthy
have important goals
have a philosophy or religion
...



happiest people

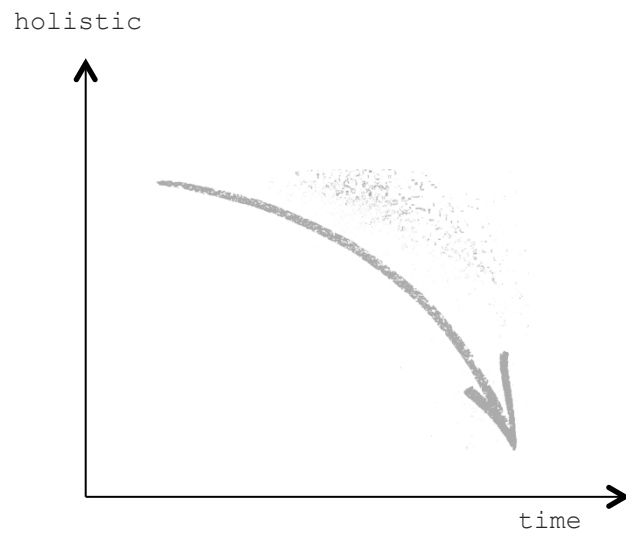
surrounded by family and friends
lose themselves in daily activities
not focussed on materialism
not obsessed with image and fame
satisfied with what they have
help others



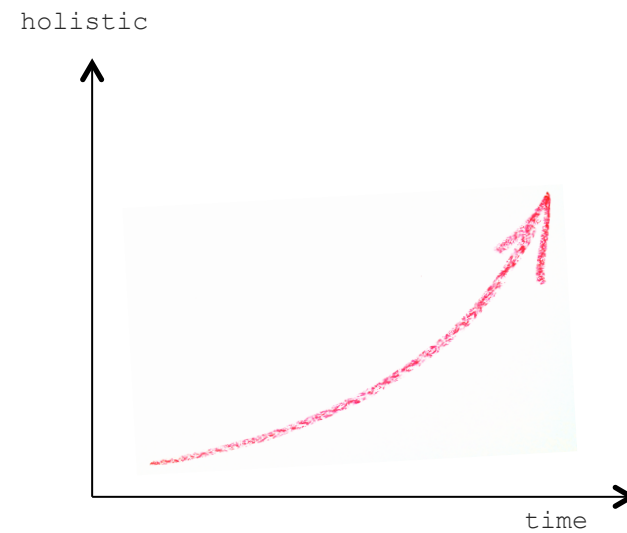
wellness in tourism

- _25 years later here in austria
- _innovative hoteliers created „wellness hotels“
- _first hotel cooperation in tyrol in 1989
- _today 400 wellness hotels in tyrol

actual development



wellness offers



market needs

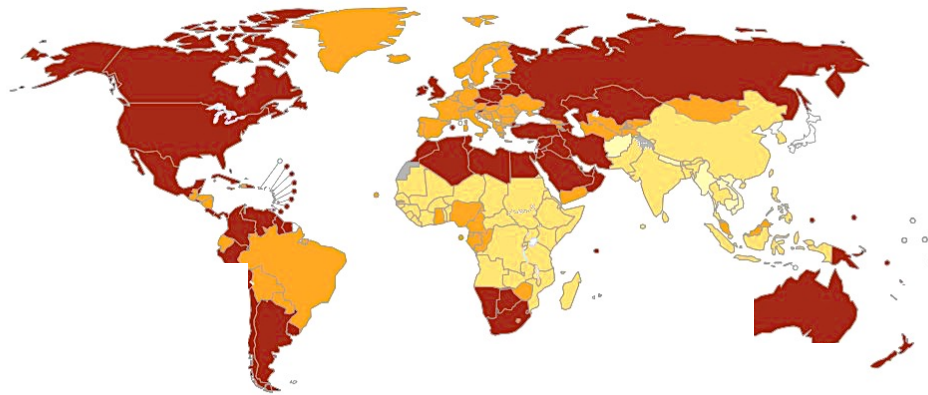


how we live today

100 : 1

Neanderthal Office Worker



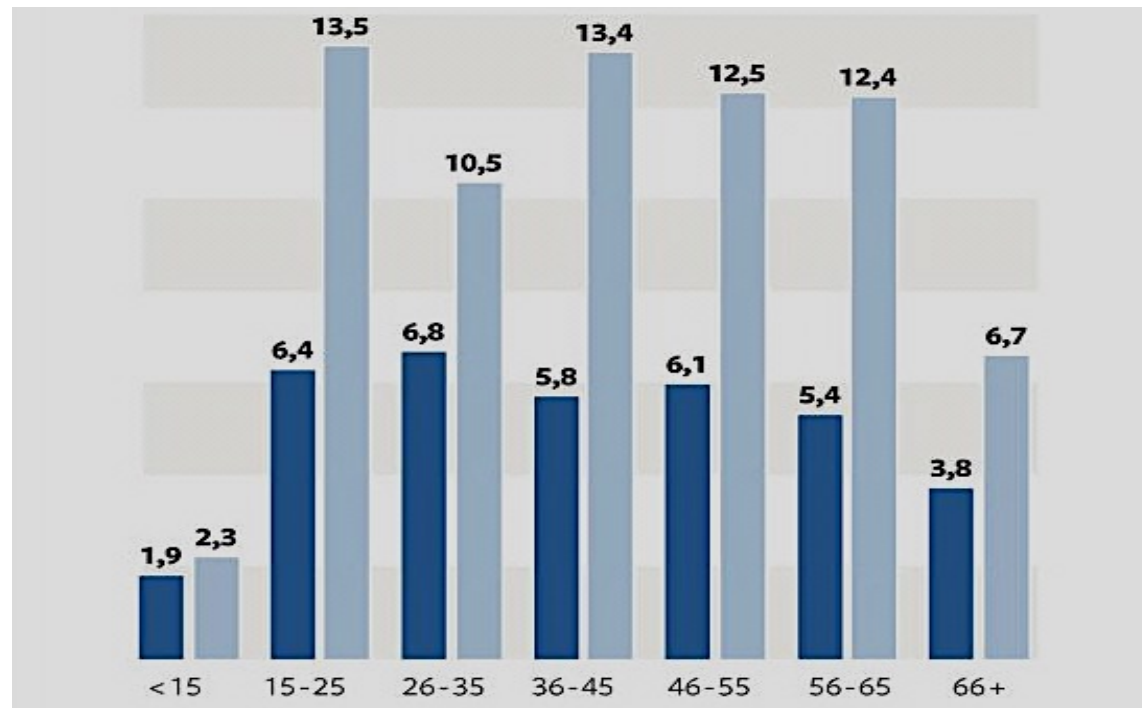


_worldwide obesity has more than doubled since 1980
_overweight kills more people than underweight

birth rates in high income countries

we have big houses
big dinner tables
no one eating there

depression



Quelle: <http://www.welt.de/gesundheit/psychologie/article13585956/Jeder-siebte-Europaeer-leidet-unter-krankhafter-Angst.html>

mental health of the selfie generation

16-24 female

anxiety, depression, panic,
disorder and phobia:

28,2%

National Health Service /UK

I wish somebody could give more me to me.

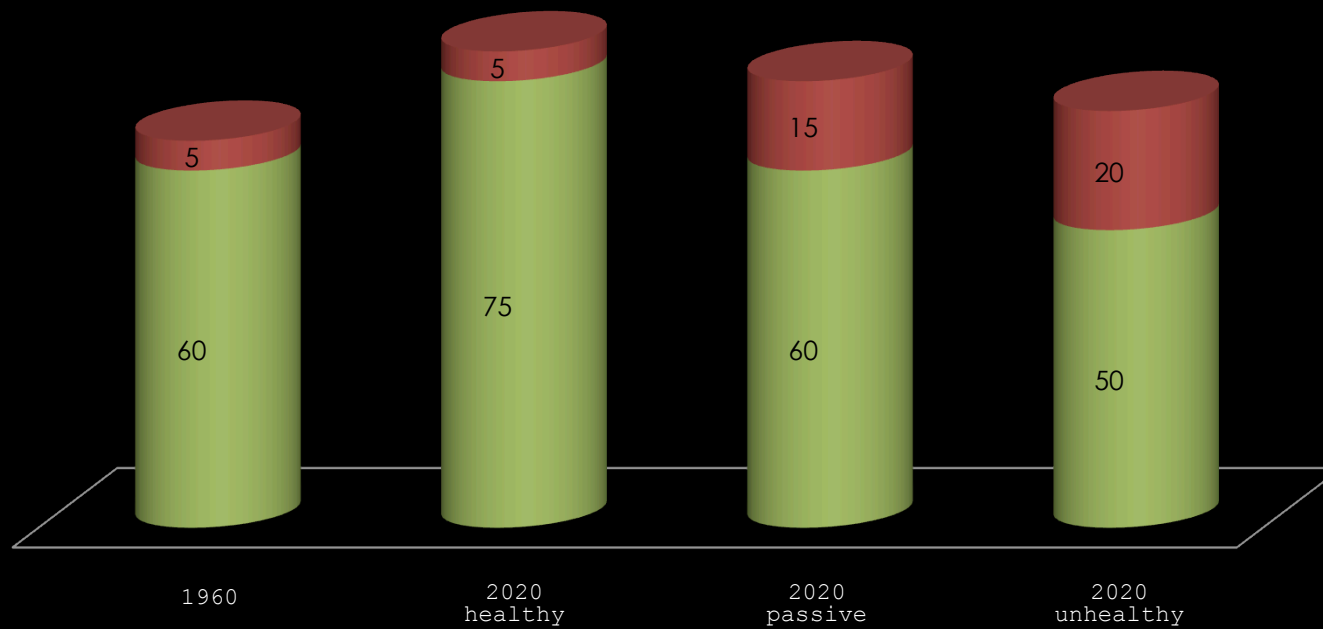
mental illness – particularly
depression and chronic anxiety – is
the biggest single cause of misery
in high-income countries.

Lord Layard (founder of happiness economy)



**FROM THE HUNTER
TO THE HUNTED**

**ARE WE LIVING
OR JUST SURVIVING?**



the future

the future

_we need to read the visions of the founders correctly
_they based their ideas on their time
_transform into our living worlds



2010

wellness
for the sick

wellness
for the unwell

wellness
for the well

2020

wellness
for the sick


wellness
for the unwell

wellness
for the well

we have to create concrete results

- _weight management
- _performance
- _detox
- _destress
- _

paradigm change



art of healing

art of living

authentic wellness ambiance



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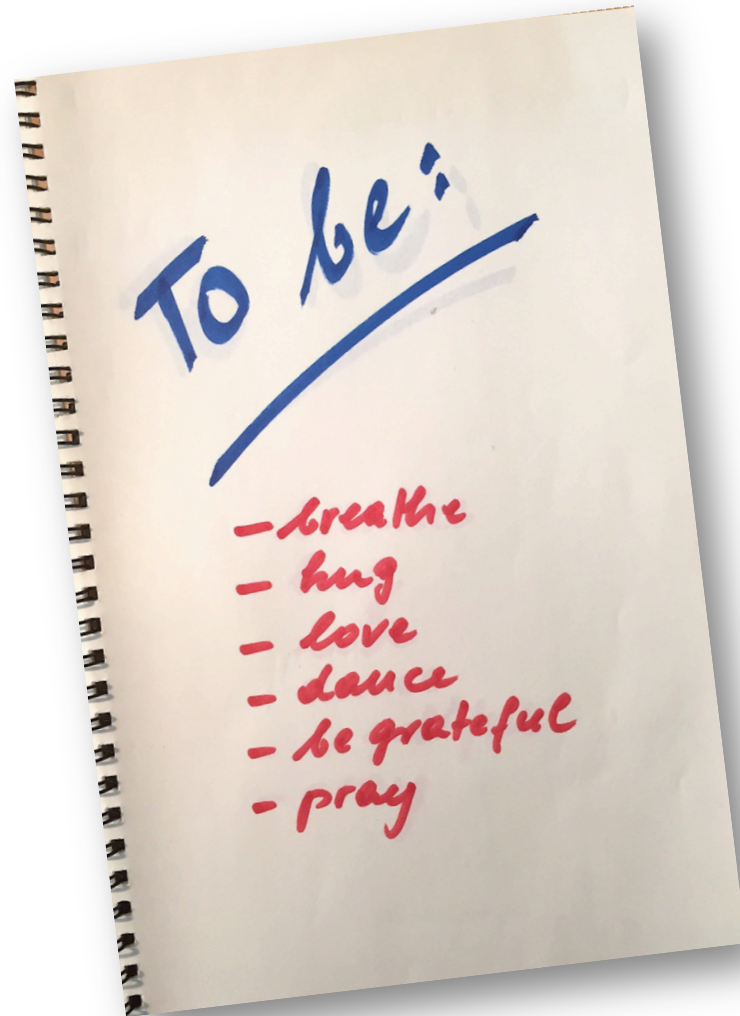
embracing life as a whole

from doing **to being**



To Do List.

- Pay Credit Card bill.
- Post letter to Raemy
- Printer Bleed ink?
- Food - fruit & veg shopping
- Toilettes from Boots/HealthStop
- Credit for phone - text msg.
- Uni work - lots of.
- Finish book & post to Lisa:
- Clean kitchen before 4pm.
- Shower & shave,
- go out. B&B ticket?



wellness comes by listening to your inner voice
it comes in wellness communities
in meaningful surroundings
in nature and beauty

we will have to create **biotops** in which
sensitive **human beings** can grow.



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