10 YEARS | GLOBAL WELLNESS SUMMIT // TYROL 2016

WELLNESS COMMUNITIES & LIFESTYLE REAL ESTATE

The Next Frontier

Brought to you by Mia Kyricos, President, Kyricos & Associates, LLC and Chair of the Global Wellness Institute's Wellness Communities Initiative

WHAT A DIFFERENCE A DECADE MAKES

WESTIN HOTELS & RESORTS

green spa network™ Vital People. Vital Planet.

CANYON RANCH MIRAVAL

EVEN HOTELS

2006

Bioregional ONE PLANET LIVING

U.S. GREEN BUILDING COUNCIL LEED PLATINUM USGBC

BioInitiative

STAY WELL

$100B

Wellness Lifestyle Real Estate

WHAT A DIFFERENCE A DECADE MAKES

CLADmag

1 HOTELS

2016

CNN

BLUE ZONES PROJECT

EVOLVED OUR FOCUS

Places we would

VISIT

Place we hope to

LIVE

PLACES WE COULD LIVE TODAY

SERENBE Georgia, U.S.

Orlando's Latest Theme Park Is a City for Wellness

Square Feet

By NICK MADIGAN SEPT. 20, 2016

LAKE NONA Florida, U.S.

BEDZED United Kingdom

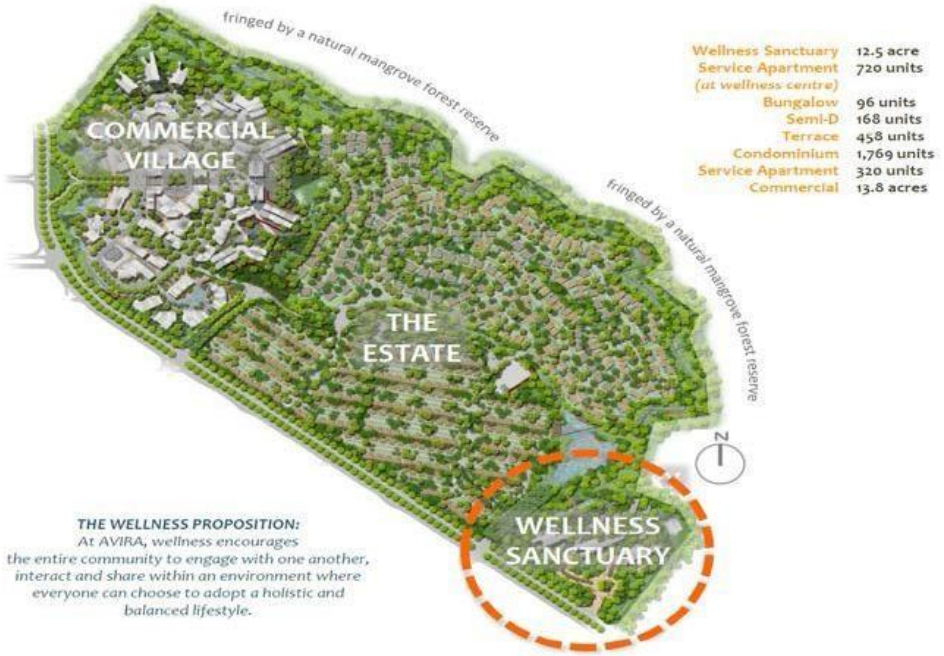
TAO INSPIRED LIVING Mexico

PLACES WE MAY LIVE TOMORROW

AVIRA

Malaysia

- 4,000 Homes/Condos
- 5 Hectares (12.5 Acres) Wellness Sanctuary



Q’IN WELLNESS

China

- 975 Homes
- A Destination Spa at its Heart

TRES SANTOS

Mexico

- Committed to Improving Lives of Local Farmers & Fisherman
- Co-op with Colorado State University

YAMANI HEALING

Mexico

- 485 Hectares / 1200 Acres in the Mayan Jungle
- “Affordable & Ecologically Responsible” Community

THE CANNERY

California

- Farm-to-Table Community
- Solar-Powered Homes alongside Parks for Recreation

THE DISTRICT

Florida, U.S.

- A “Healthy Town”
- Health Concierges, Daily Exercise, Biometric Technology

AND WELL INTO THE FUTURE

WELSCH WELLNESS VILLAGE

“The village is designed to bring together tourism—specifically wellness tourism—health services, life science and wellbeing research and innovation, housing, sport and leisure, and higher education opportunities.”

Bjorn Rodde, Project Manager
Llanelli Wellness and Life Science Village

WORLDCARE WELLNESS VILLAGE

"The WorldCare Wellness Village… intends to develop land over 22m sq ft (2m sq m) with homes, hotels, public spaces, medical facilities and leisure buildings that improve wellbeing and lower healthcare expenditure in the long term."

24 March 2016

Front Page News, SpaOpportunities.com

DESTINATION MEDICAL CITY

"With Mayo Clinic at its heart, the Destination Medical Center (DMC) initiative is the catalyst to position Rochester, Minnesota as the world's premier destination for health and wellness; attracting people, investment opportunities, and jobs to America's City for Health and supporting the economic growth of Minnesota, its bioscience sector, and beyond."

www.dmc.mn

AND MANY MORE PROJECTS YET TO BE ANNOUNCED

All This Momentum Begs

THE QUESTION:

*What **IS** a “Wellness Community”?*

INTRODUCING GWI'S
GLOBAL WELLNESS COMMUNITIES INITIATIVE

GLOBAL WELLNESS INSTITUTE™
EMPOWERING WELLNESS WORLDWIDE

HOME ABOUT RESEARCH INITIATIVES ROUNDTABLES WELLNESS EVIDENCE SUBSCRIBE DONATE

Wellness Communities Initiative
- Resources
- Members
- Back to Initiatives

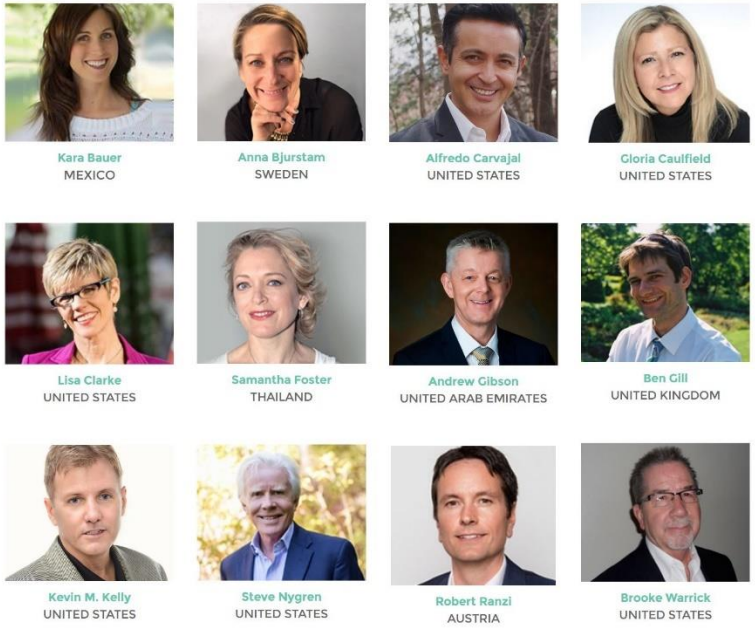
WELLNESS COMMUNITIES INITIATIVE

The global Wellness Communities Initiative brings together senior stakeholders from around the world with active commercial interests in communities and buildings proactively developed with the holistic health of its residents, guests, environment (both natural and built) and the surrounding community in mind. Keep Reading

Mia Kyricos
UNITED STATES

INITIATIVE CHAIR

Mia Kyricos, President, Kyricos & Associates LLC, United States
Mia Kyricos is president and founder of Kyricos & Associates LLC, a boutique advisory firm providing strategic guidance to the wellness and hospitality industries on a global scale. With over 20 years of experience, Mia has helped to develop, operate, and market wellness-related brands and facilities across 100+ countries, and has worked for industry pioneers including Spafinder Wellness, Inc., Canyon Ranch Health Resorts, Exhale, EXOS and Starwood Hotels & Resorts Worldwide. She sits on the Boards of the Global Wellness Summit and University of California Irvine, and has been closely tracking developments in the wellness communities and real estate space with a passion to connect industry stakeholders around the world.



www.globalwellnessinstitute.org/wellness-communities

We asked ourselves,
and many others around the globe,

4 KEY QUESTIONS.

1. What is a ***WELLNESS COMMUNITY***?

Communities* proactively **developed with the holistic health** of its residents, guests, environment—both natural and built—and local community **in mind**.

*Communities may include buildings, neighborhoods, cities.

To access the full white paper visit:
www.globalwellnessinstitute.org/wellness-communities-resources

2. What **MINIMUM CRITERIA** deems a community “well”?

To access the full white paper visit:
www.globalwellnessinstitute.org/wellness-communities-resources

3. What **OTHER CRITERIA** may be considered?

To access the full white paper visit:
www.globalwellnessinstitute.org/wellness-communities-resources

4. What **MEASURES** should be considered when attracting, justifying, measuring investment?

MONEY

PEOPLE

PLANET

To access the full white paper visit:
www.globalwellnessinstitute.org/wellness-communities-resources

This is just the **START.**

Many additional questions have surfaced since we began.

FOR EXAMPLE...

Measuring Wellbeing

Private vs. Public Sector

Affordability

Regional & Cultural Nuances

Gratitude & Quality of Life

Return On Investment & Return On Wellness

Regardless of the questions, we've made **ONE KEY ASSUMPTION…**

…to simply **LEVERAGE EVERYTHING** we've **LEARNED TOGETHER** over the **LAST DECADE.**

Wellness
Hospitality
Sustainability
Built Environment
Social Connectivity
HAPPY, HEALTHY COMMUNITIES

PLUS ALL THE LATEST RESEARCH

Measuring impact to the human condition.

But you don’t have to take our word for it.

Just listen to the **BUZZ**.

INTERNATIONAL
WELL
BUILDING
INSTITUTE™

CORNELL SYMPOSIUM
HOSPITALITY HEALTH & DESIGN
"In Search of a Healthy Future"
October 9 - 11, 2016
Ithaca, NY

SUSTAINABILITY
INITIATIVE

WORLD
ECONOMIC
FORUM

Gallup · Healthways
Well-Being Index®

ULI
Urban Land
Institute

HARVARD
UNIVERSITY
VE RI TAS

DELOS™
BUILDING WELLNESS

CDC
CENTERS FOR DISEASE™
CONTROL AND PREVENTION

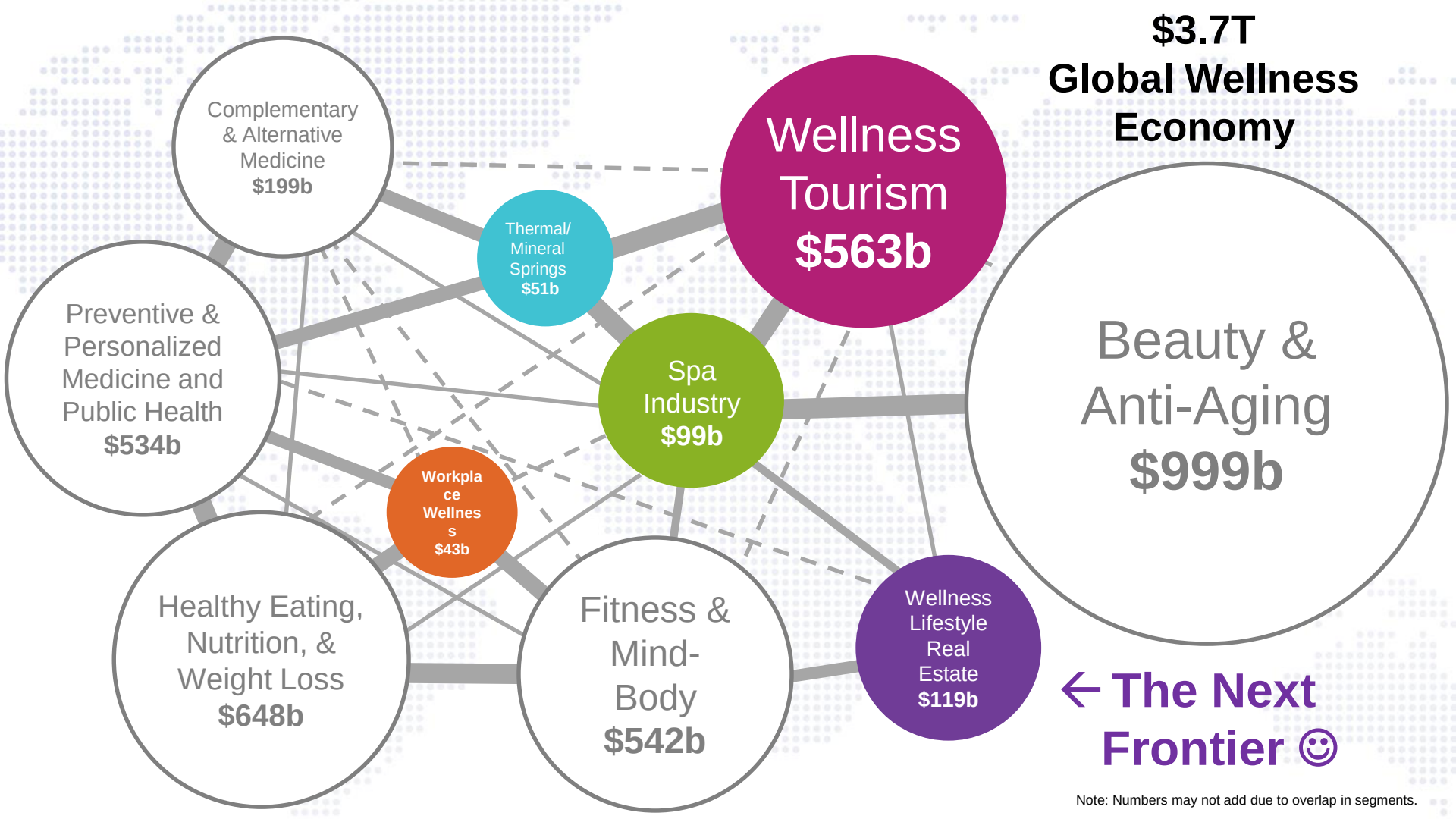
LightingScience

WELLNESS ARCHITECTURE
INITIATIVE

BLUE ZONES
PROJECT

THIS IS JUST THE TIP OF THE ~$119B ICEBERG.

With opportunity for us all.


$3.7T
Global Wellness Economy
Complementary & Alternative Medicine
$199b
Wellness Tourism
$563b
Thermal/ Mineral Springs
$51b
Preventive & Personalized Medicine and Public Health
$534b
Spa Industry
$99b
Beauty & Anti-Aging
$999b
Workplace Wellness
$43b
Healthy Eating, Nutrition, & Weight Loss
$648b
Fitness & Mind-Body
$542b
Wellness Lifestyle Real Estate
$119b
← The Next Frontier ☺
Note: Numbers may not add due to overlap in segments.

“For all those considering
***investing in wellness real estate**,*
this is the time to do so.”

- Thierry Malleret, *The Monthly Barometer*,
August 2016

Now we just need **MORE DATA** & a **FRAMEWORK** to help guide us.

Globally.

FORTUNATELY, WE ARE NOT ALONE.

Some very smart people happen to ***agree*** with us.

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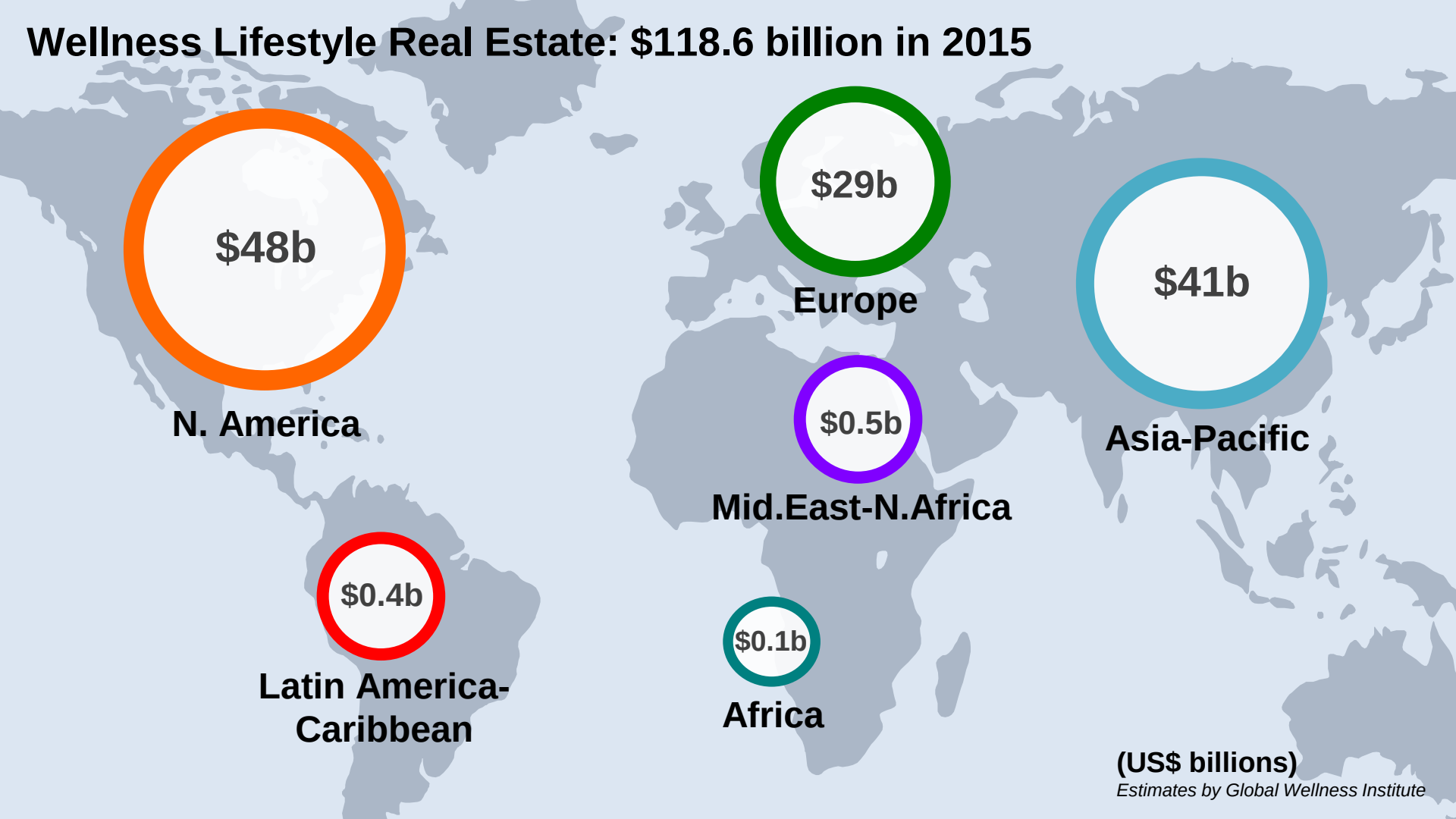
SPECIAL ANNOUNCEMENT

Please join us in welcoming Katherine & Ophelia back to the stage.

Wellness Lifestyle Real Estate: $118.6 billion in 2015



(US$ billions)

Estimates by Global Wellness Institute

GWI's 2016-2017 Wellness Communities and Real Estate Research

- **Definitions**
- **Trends & Opportunities**
- **Innovative Examples**
- **Framework to Measure**

To be presented at Global Wellness Summit 2017

GWI 2016-2017 Research: How You Can Help

- **Share your experience**
- **Share market insights**
- **Make introductions**

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THANK YOU.

To learn more, visit us at:

globalwellnessinstitute.org/wellness-communities