



Let's Talk about Wellness Communities

Casual Kaffee Conversation Summary

Hosts:

Mia Kyricos, President, Kyricos & Associates LLC, U.S.
Steve Nygren, Founder, Serenbe, U.S.

Attendees:

The Wellness Communities Kaffee hour was attended by approximately 50-60 people, including hotel owners and operators, real estate developers, consultants, health and wellness providers, spa professionals and more.

Discussion Questions:

The casual conversation was opened by Mia Kyricos (GWS Board Member, President of [Kyricos & Associates, LLC](#), and Chair of the [Wellness Communities Initiative](#), on behalf of the [Global Wellness Institute](#)). Mia asked why everyone came to the discussion and what they hoped to discuss. Some of the attendees' comments included:

- What is a wellness community?
- What is "wellness lifestyle real estate"?
- Where are some good examples?
- What are the most important aspects and/or requirements of a wellness community?
- What role does / can technology play?
- How large is the industry?

Summary of Conversation:

- A wellness community, as defined by GWI's Wellness Communities Initiative, is "a community proactively developed with the holistic health of its residents, guest, environment - both natural and built - and local community in mind."
- Wellness lifestyle real estate refers to commercial developments inclusive of residential components (note: GWI will likely offer a more official definition in its 2017 report which will be released at the Summit next year).
- [Serenbe](#) in Atlanta Georgia and [Lake Nona](#) in Florida were examples discussed with additional [sample communities and resources](#) referenced on the group's GWI microsite, and also promised as part of the pending mainstage presentation scheduled at the Summit on Wednesday, the 19th (note: a video of the mainstage presentation may be accessed [here](#)).
- Mia suggested that GWI's Wellness Communities Initiative - inclusive of [a group international stakeholders](#) from around the world - had identified (3)

minimum criteria which would be shared on Wednesday, but asked what others thought minimum criteria should be. The opportunity to live healthy lifestyles, environmental consciousness and data tracking (i.e., to understand the personal health benefits associated with living in such a community) were some of the ideas discussed.

- The role of technology, and the importance of gathering data and establishing metrics was discussed to attract/justify investment of these kinds of conscious, residential developments.
- The industry, according to the Global Wellness Institute's latest report, is currently estimated to be \$109B, but additional data is expected to be released in 2017.

Submitted by:

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