Transforming Wellness:
Incorporating Wellness into Guest Experience

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Wellness Economy
GLOBAL WELLNESS ECONOMY:
$4.2 trillion in 2017

- Wellness Tourism $639b
- Personal Care, Beauty & Anti-Aging $1,083b
- Traditional & Complementary Medicine $360b
- Wellness Real Estate $134b
- Preventive & Personalized Medicine and Public Health $575b
- Healthy Eating, Nutrition & Weight Loss $702b
- Fitness & Mind-Body $595b
- Spa Economy $119b
- Thermal/Mineral Springs $16b

Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2019
Meaning of “Wellness”
Turkey's Gift to the World

GLOBAL WELLNESS DAY

June 9th, 2018, Saturday

Global Wellness Day, launched in 2012 in Turkey with the mission to live well, is now a special day celebrated on the 2nd Saturday of June every year in 7 continents and 100 countries around the world.

- Sleep at 10:00 PM
- Walk for an hour
- Have a family dinner with your loved ones
- Drink more water
- Do a good deed
- Eat healthy food
- Don't use plastic bottles
WELLNESS

EMOTIONAL
Coping effectively with life and creating satisfying relationships

ENVIRONMENTAL
Good health by occupying pleasant, stimulating environments that support well-being

INTELLECTUAL
Recognizing creative abilities and finding ways to expand knowledge and skills

PHYSICAL
Recognizing the need for physical activity, diet, sleep and nutrition

FINANCIAL
Satisfaction with current and future financial situations

SOCIAL
Developing a sense of connection, belonging, and a well-developed support system

SPIRITUAL
Expanding our sense of purpose and meaning in life

OCCUPATIONAL
Personal satisfaction and enrichment derived from one’s work

LEVEL 1
Financial Well-being
Living wage, salary parity, budgeting, retirement savings, emergency financial resources
Connection
Purpose at work and social bonds

LEVEL 2
Mindfulness, Sleep and Stress Management
"No tech" time, limiting emails, adequately staffed, sleep pods/nap rooms, quiet spaces, vacations, parental leave, work/life balance policies

LEVEL 3
Healthy Foods
Cafes, break rooms, vending machines, corporate events
Physical Activity
Stairs, walking meetings, sit/stand desks, walking paths, outdoor/indoor "play" spaces
Engaging Built Environment
Art/colors/scent/sound: access to natural light, indoor plants, water features, open and quiet spaces

LEVEL 4
Goals
Part of corporate financial strength, reputation and growth, based on data analysis and results; employees connected to personal goals, skills and purpose/motivation

CULTURE OF CARE: THE FOUNDATION
Management and Wellness Leadership
Leaders across the organization role model healthy work/life choices; integration of wellness into vision, strategic initiatives, and cultural touchpoints to reinforce healthy behavior

Safe Psychological Environment
Effective management training, culture of respect and trust, Employee Assistance Program (EAP), good communication

Physical Safety
OSHA/labor rights compliance, ergonomic policies and support, getting workers safely to and from work, and healthy built environments (clean air/water)

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- Some people mentioned that wellness means happiness.
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- Wellness hotel rooms generate **higher RevPar**
Let’s hear from our distinguished panel

THOMAS KLEIN
Canyon Ranch
President & Chief Operating Officer

RENEE-MARIE STEPHANO, J.D.
Medical Tourism Association / Global Healthcare Resources
President & Co-Founder / Co-Founder & CEO

TERRY SCHAACK, M.D.
California Health & Longevity Institute
Medical Director & Managing Partner