



GLOBAL WELLNESS INSTITUTE

# AT A GLANCE

EMPOWERING WELLNESS WORLDWIDE



GLOBAL WELLNESS  
INSTITUTE™

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# WHO WE ARE

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The Global Wellness Institute (GWI) is a 501(c)(3) nonprofit organization with a mission to empower wellness worldwide by educating the public and private sectors about preventative health and wellness. GWI's research, programs and initiatives have been instrumental in the growth of the USD \$3.7 trillion wellness economy—and in uniting the health and wellness industries. Through its five pillars—Research, Initiatives, Roundtable Discussions, [wellessevidence.com](https://www.wellessevidence.com) and The Wellness Moonshot: A World Free of Preventable Disease—the GWI informs and connects key stakeholders capable of impacting the overall wellbeing of our planet and its citizens.

The GWI makes all of its valuable information and resources available at no cost, which allows anyone, anywhere, access.

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# MISSION

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TO **EMPOWER** WELLNESS WORLDWIDE BY:

- Facilitating cross-industry collaboration
  - Offering proprietary global research, analysis and information
  - Inspiring innovation in services and products and advocating for industry growth and sustainable practices.
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# VISION

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A well world  
free of  
preventable  
disease.

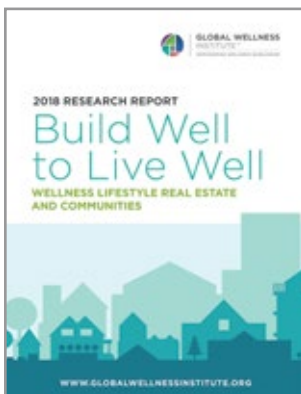
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## GET INVOLVED

Empowering wellness worldwide begins with your support. As a nonprofit, 501(c)(3), educational foundation, the Global Wellness Institute relies on the financial contributions of its Strategic Alliances, Research Partners, Ambassadors, and Supporters. Thanks to donations, the Institute is able to continue its work through its five pillars: Research, Initiatives, Roundtables, [wellnessevidence.com](http://wellnessevidence.com) and The Wellness Moonshot. Together we are transforming the health and wellness of people, places and the planet. **To learn more, visit [globalwellnessinstitute.org/join-us](http://globalwellnessinstitute.org/join-us).**

# RESEARCH

Researchers, journalists, academics, governments, businesses and thought leaders look to the Global Wellness Institute as the global resource for research and education in the USD \$3.7 trillion global wellness economy. The GWI initiates, gathers and trumpets quality research, which it shares freely on its website. Each year the Institute produces global statistics for the wellness economy and has been responsible for defining its sectors. These sectors include the spa industry, wellness tourism, thermal/mineral springs, workplace wellness, wellness lifestyle real estate, fitness and mind-body, preventive and personalized medicine, public health, beauty and anti-aging, complementary and alternative medicine, and healthy eating, nutrition and weight loss. In addition to analyzing the wellness economy, the GWI commissions research on various topics of interest that energize the growth of the global wellness economy. The Global Wellness Institute also curates research from other credible sources, sometimes in direct partnership, and makes this data and information easily accessible on [globalwellnessinstitute.org](http://globalwellnessinstitute.org).



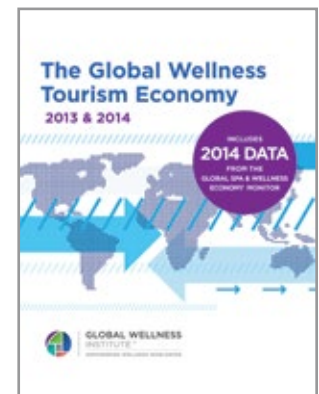
Build Well to Live Well  
2018



The Global Wellness  
Economy Monitor 2017



The Future of Wellness  
at Work 2016



The Global Wellness  
Tourism Economy:  
2013 & 2014



Global Spa & Wellness Economy Monitor 2014



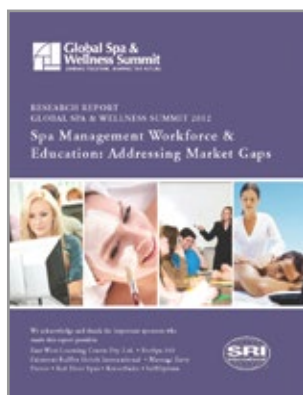
Thermal/Mineral Springs Economy Monitor



Middle East-North Africa Spa & Wellness Economy Monitor



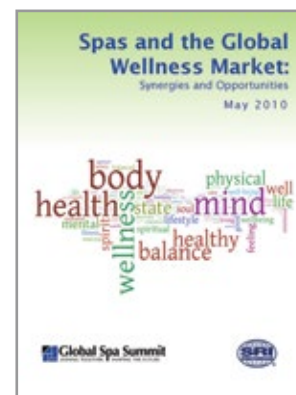
Latin America-Caribbean Spa & Wellness Economy Monitor



Spa Management Workforce & Education: Addressing Market Gaps 2012



Wellness Tourism and Medical Tourism: Where Do Spas Fit? 2011



Spas and the Global Wellness Market: Synergies and Opportunities 2010



The Global Spa Economy 2007

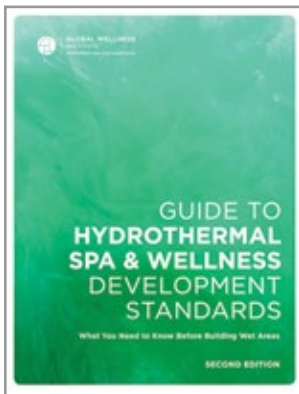
# INITIATIVES

The Global Wellness Institute supports a wide range of important industry initiatives that further the growth of the various sectors of the wellness economy. Each GWI Initiative is led by an Initiative Chair, who is renowned in his/her particular area of expertise. GWI Initiatives demonstrate the breadth and depth of both the industry, and the Institute. Each Initiative seeks to shape a project with a goal to impact wellness throughout the world. This may take the form of a best practices manual, a campaign to raise awareness about an issue or an event, a project to impact wellness in a particular market segment or region of the world, or a way to innovate.

## GWI INITIATIVES

- Africa Initiative
- Beauty Meets Wellness Initiative
- Consulting Best Practices Initiative
- Digital Wellness Initiative
- Eastern Europe Initiative
- First 1,000 Days Initiative
- Global Mentorship Program Initiative
- Hot Springs Initiative
- Hydrothermal Initiative
- Immersion Initiative
- Massage Makes Me Happy Initiative
- Mental Wellness Initiative
- Social Impact Initiative
- Sound Healing Initiative
- Sustainability Initiative
- Wellness Architecture Initiative
- Wellness & Government Initiative
- Wellness at Work Initiative
- Wellness Communities Initiative
- Wellness for Cancer Initiative
- Wellness for Children Initiative
- Women in Leadership Initiative
- Wellness Tourism Initiative
- World Retreat Initiative

## RECENT INITIATIVE RESOURCES & REPORTS



Guide to Hydrothermal Spa & Wellness Development Standards (Second Edition)



Hot Springs & Geothermal Mineral Waters: A User's Guide for the Global Wellness Traveler



Global Best Practices for Spa and Wellness Internships



Mentorship Reflections: Guiding and Inspiring Spa Leadership for a Well World



Wellness at Work Infographic



Wellness for Cancer Infographic



Wellness In Eastern Europe Infographic



Message Makes Me Happy Day

# ROUNDTABLES

The GWI's global Roundtables are a forum for provocative conversations about the state of wellness in important industry sectors. Roundtable panelists anticipate and explore issues that will shape the future of wellness and collaborate on solutions to empower wellness worldwide and grow the wellness economy. These Roundtables bring together leaders from the fields of medicine, science, business, technology, journalism, research, media, academia, spa and hospitality, along with architecture, beauty, finance, government, fashion and more. Events have been held in locations around the globe, including London, New Delhi, New York, Marrakech, Wales, Miami and Hong Kong to name a few. A report is produced after each Roundtable and shared freely on [globalwellnessinstitute.org](http://globalwellnessinstitute.org).

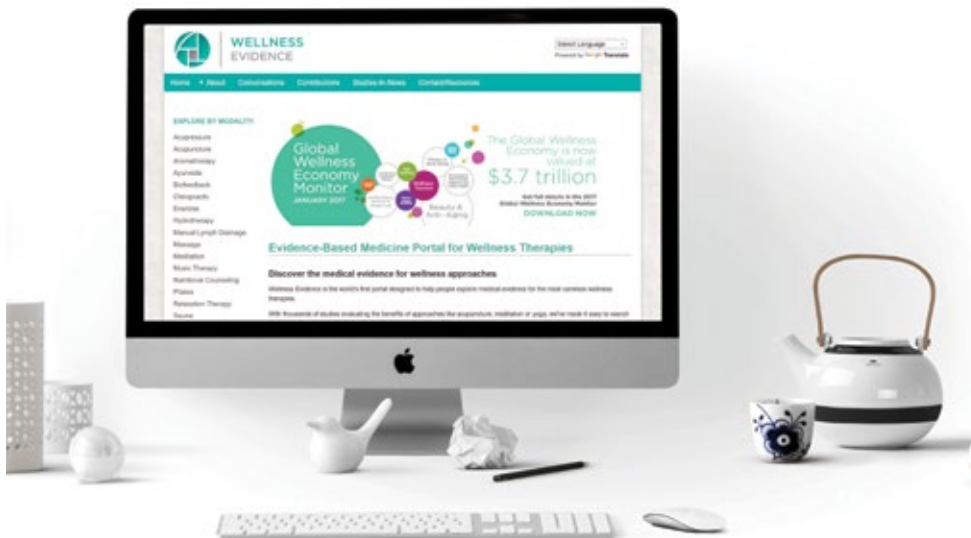
## GWJ ROUNDTABLES

- Beyond Sustainability (California), 2018
- Health Cities (Poland), 2018
- New Frontiers in Fitness, Mindbody and Wellness (New York), 2018
- Beauty Meets Wellness (Hong Kong, London and New York), 2017
- The Future of Wellness in the AEC Industry (New York), 2017
- Best Practises - Wellness in the Baltics (Latvia), 2017
- Wellness for Cancer (London), 2017
- Redefining What it Means to "Live Well" (New York), 2017
- Wellness Tourism 2.0 (Austria), 2016
- Senior Tourism Leaders (London), 2015
- Shifting Dynamics, Response over Function (Derby), 2015
- Workplace Wellness (Miami), 2015
- Re-Defining Workplace Wellness (New York), 2015
- Building a More "Well" Wales (Wales), 2015
- Science of Wellness (New York), 2015
- The Business of Wellness (New York), 2014
- Wellness Tourism (Morocco), 2014
- Wellness Tourism (London), 2014





# WELLNESS EVIDENCE



The GWI launched the first website to provide direct access to current medical evidence for the most popular wellness approaches. By providing open access to thousands of clinical studies that evaluate the effectiveness of a variety of wellness approaches—from acupuncture to weight loss to mindfulness—wellnessevidence.com makes it easier for millions of people seeking alternative health solutions to research and evaluate information from the most authoritative sources of evidence-based medicine. This website serves the general public, the business community and the media. It is free and widely considered groundbreaking in its approach.

## MODALITIES INCLUDE:

- Acupressure
- Acupuncture
- Aromatherapy
- Ayurveda
- Biofeedback
- Chiropractic
- Exercise
- Hydrotherapy
- Manual Lymph Drainage
- Massage
- Meditation
- Music Therapy
- Nutritional Counseling
- Pilates
- Relaxation Therapy
- Sauna
- Sleep Health
- Smoking Cessation
- Stress Management
- Tai Chi
- Traditional Chinese Medicine
- Weight Loss
- Workplace Wellness
- Yoga

# WELLNESS MOONSHOT



## A WORLD FREE OF PREVENTABLE DISEASE

Dr. Richard Carmona, 17th Surgeon General of the United States, Chief of Health Innovations, Canyon Ranch; Distinguished Professor University of Arizona, and Susie Ellis, chairman & CEO, Global Wellness Institute lead The Wellness Moonshot.

In 2017, the GWI launched The Wellness Moonshot by convening an international group of renowned leaders in wellness and medicine—all committed to collaborating on a mission of grave importance to the global community. The statistics are staggering: 69 percent of all deaths each year are a result of preventable disease, and 75 percent of healthcare costs are spent on preventable causes. The Global Wellness Institute believes an extraordinary, consistent effort on the part of governments, businesses and individuals will begin to make a measurable difference. The GWI's goal is to aggregate information on a global scale, collaborate to share knowledge and eliminate silos between the health and wellness industries, and accelerate the pace of change to achieve significant results.

**To learn more and get involved, visit [globalwellnessinstitute.org/join-us](http://globalwellnessinstitute.org/join-us).**



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