



GLOBAL WELLNESS INSTITUTE

AT A GLANCE

EMPOWERING WELLNESS WORLDWIDE



GLOBAL WELLNESS
INSTITUTE™

EMPOWERING WELLNESS WORLDWIDE

WHO WE ARE

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 \$4.4 trillion wellness economy—and in uniting the health and wellness industries. Through its five pillars—Research, Initiatives, Geography of Wellness, Wellness Evidence and The Wellness Moonshot—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.

MISSION

TO **EMPOWER** WELLNESS WORLDWIDE BY:

- Facilitating collaboration across the health and wellness industries
 - 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

A well
world free of
preventable
disease.

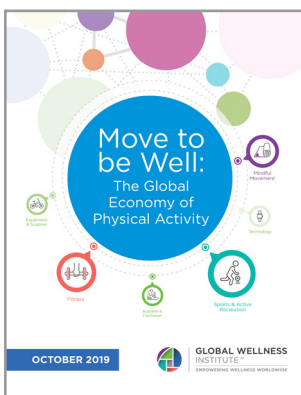
GET INVOLVED

Empowering wellness worldwide begins with your support. As a nonprofit, educational foundation, the Global Wellness Institute relies on the financial contributions of its strategic alliances, research partners, Ambassadors, and supporters. Thanks to this support, the Institute is able to continue its work transforming the health and wellness of people, communities and the planet.

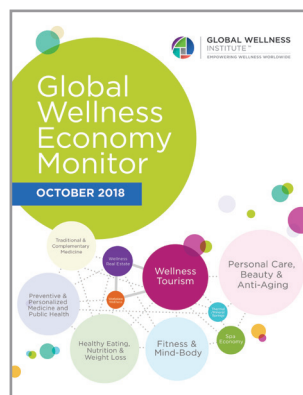
To learn more and get involved, visit:
globalwellnessinstitute.org/support-wellness-worldwide.

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 \$4.4 trillion global wellness economy. The GWI research team initiates, gathers and trumpets quality research, which the Institute shares freely on the GWI website. Each year the Institute produces global statistics for the wellness economy and has been responsible for defining its sectors. These segments 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.



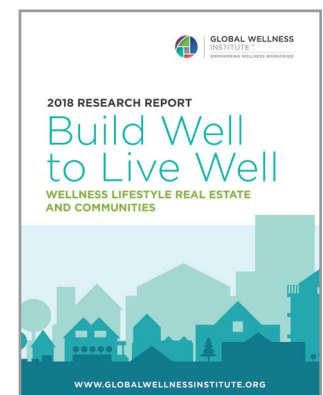
Move to be Well:
The Global Economy of
Physical Activity 2019



The Global Wellness
Economy Monitor 2018



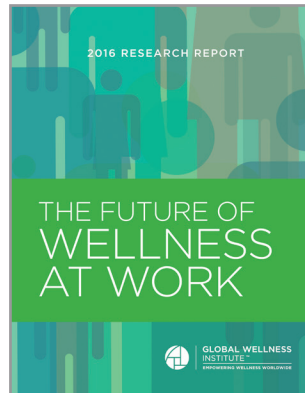
The Global Wellness
Tourism Economy 2018



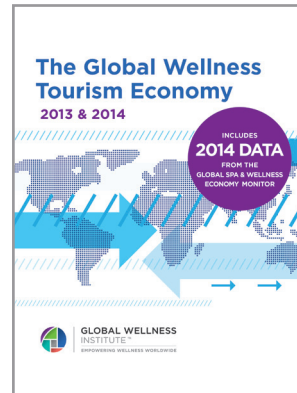
Build Well to Live Well
2018



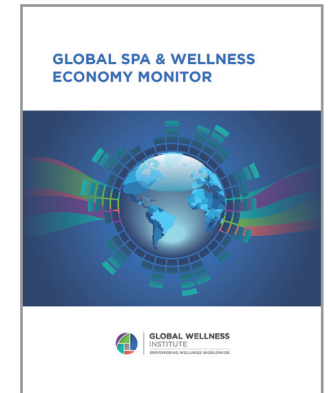
The Global Wellness Economy Monitor 2017



The Future of Wellness at Work 2016



The Global Wellness Tourism Economy 2013 & 2014



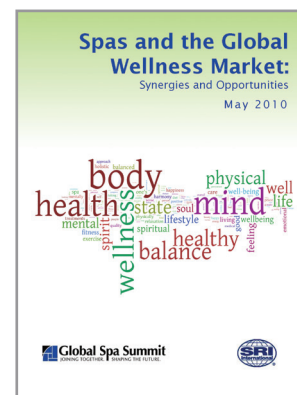
Global Spa & Wellness Economy Monitor 2014



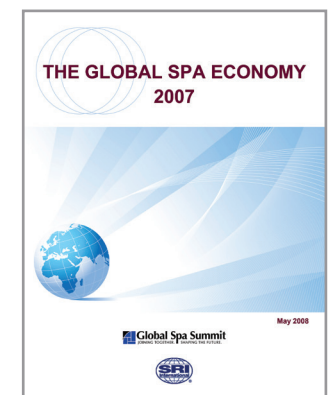
Spa Management Workforce & Education: Addressing Market Gaps 2012



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

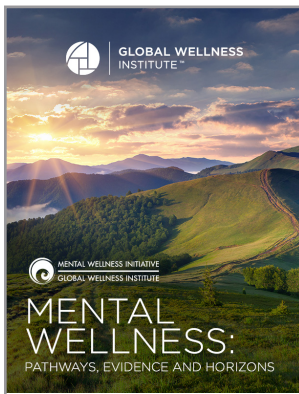
INITIATIVES

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 well known 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 common 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.

GW I INITIATIVES

- Africa Wellness
- Beyond GDP, World Happiness & Wellbeing
- Beauty Meets Wellness
- Consulting Best Practices
- Dying Well
- Digital Wellness
- Exploring Salt & Halotherapy
- First 1000 Days
- Hormonal Wellness
- Hot Springs
- Hydrothermal
- Immersion
- Massage Makes Me Happy
- Mental Wellness
- Peer to Peer Leadership Training
- Social Impact
- Sound Healing
- Supporting UN 17 SDG'S
- Sustainability
- Wellness Architecture
- Wellness At Work
- Wellness Coaching
- Wellness For Cancer
- Wellness For Children
- Wellness Retail
- Wellness Tourism
- Women In Leadership
- Yoga Therapy

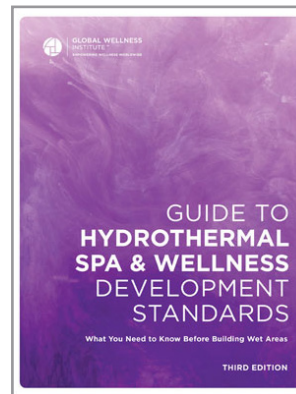
INITIATIVE RESOURCES & REPORTS



Mental Wellness:
Pathways, Evidence and
Horizons



Ten Shifts Driving a
New 'Thrive' Revolution
at Work



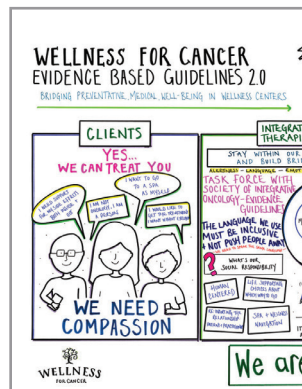
Guide to Hydrothermal
Spa & Wellness
Development Standards



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



Wellness in the Age of
the Smartphone



Wellness for Cancer
Infographic



Wellness In Eastern
Europe Infographic



Wellness at Work
Infographic

GEOGRAPHY OF WELLNESS

The Geography of Wellness is a groundbreaking initiative led by the Research Fellows at the nonprofit Global Wellness Institute (GWI), focusing on providing robust wellness market data for select countries around the world. Each country's wellness economy data is presented on a dedicated country webpage, as well as in a detailed Wellness Economy Country Report, which shows the trajectory of the wellness economy, the composition of the country's wellness economy, and other exclusive data by sector and subsector. In addition, high-level data for 150 countries is available in the *Global Wellness Economy: Country Rankings* report, which is packed with information on national wellness markets from average wellness spend per capita to the wellness market's contribution to each nation's overall economy. Thanks to the support of our Country Partners, data for the following countries is now available free to the public:

COUNTRY PARTNERS

- Brazil, AG7
- Indonesia, Ministry of Tourism and Creative Economy (MOTCE), Republic of Indonesia (RI)
- Singapore, Singapore Tourism Board
- Thailand, BDMS Wellness Clinic
- United Kingdom, Therme Group
- United States, NASM™



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
- Art Therapy
- Ayurveda
- Biofeedback
- CAM for Cancer
- CBD
- Chiropractic
- Exercise
- Forest Bathing
- Hydrotherapy
- Manual Lymph Drainage
- Massage
- Meditation
- Music Therapy
- Nutritional Counseling
- Optimism
- Pilates
- Relaxation Therapy
- Sauna
- Sleep Health
- Smoking Cessation
- Stress Management
- Tai Chi
- Traditional Chinese Medicine
- Transcendental Meditation
- Weight Loss
- Workplace Wellness
- Yoga

WELLNESS MOONSHOT



A WORLD FREE OF PREVENTABLE DISEASE

In 2017, the GWI launched **The Wellness Moonshot: A World Free of Preventable Disease** 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 that inspired The Wellness Moonshot 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.



Global Wellness Institute partners with *Prevention* magazine in support of The Wellness Moonshot: A World Free of Preventable Disease



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