



**GLOBAL WELLNESS
INSTITUTE™**

EMPOWERING WELLNESS WORLDWIDE

Global Wellness Economy Monitor

JANUARY 2017

Workplace
Wellness

Complementary
& Alternative
Medicine

Spa
Industry

Healthy Eating,
Nutrition, &
Weight Loss

Wellness
Lifestyle
Real Estate

Wellness
Tourism

Fitness &
Mind-Body

Thermal/
Mineral
Springs

Preventive &
Personalized
Medicine and
Public Health

Beauty &
Anti-Aging

Global Wellness Economy Monitor

JANUARY 2017



GLOBAL WELLNESS
INSTITUTE™
EMPOWERING WELLNESS WORLDWIDE

Copyright © 2016-2017
by the Global Wellness Institute

The *Global Wellness Economy Monitor* is the property of the Global Wellness Institute. Quotation of, citation from, and reference to any of the data, findings, and research methodology from the report must be credited to “Global Wellness Institute, *Global Wellness Economy Monitor*, January 2017.” For more information, please contact the Global Wellness Institute by email at research@globalwellnessinstitute.org or through www.globalwellnessinstitute.org.

CONTENTS

.....	
<i>Executive Summary</i>	i
.....	
I. The Global Wellness Economy	1
.....	
II. The Spa Economy	7
.....	
III. Wellness Tourism	15
.....	
IV. Thermal/Mineral Springs	25
.....	
V. Workplace Wellness	31
.....	
VI. Wellness Lifestyle Real Estate	37
.....	
VII. Regional Highlights	39
.....	
Appendix A: Wellness Economy Definitions	63
.....	
Appendix B: Acknowledgements	67
.....	
Industry Research Sponsors	71
.....	

ABOUT THE AUTHORS

ABOUT THE GLOBAL WELLNESS INSTITUTE

The Global Wellness Institute (GWI), a non-profit 501(c)(3), is considered the leading global research and educational resource for the global wellness industry and is known for introducing major industry initiatives and regional events that bring together leaders and visionaries to chart the future. GWI positively impacts global health and wellness by advocating for both public institutions and private businesses that are working to help prevent disease, reduce stress, and enhance overall quality of life. Its mission is to empower wellness worldwide.

www.globalwellnessinstitute.org

ABOUT THE AUTHORS

The *Global Wellness Economy Monitor* was prepared by Ophelia Yeung and Katherine Johnston, Senior Research Fellows at the Global Wellness Institute. Together, they have four decades of experience leading research and strategy development for businesses, universities, research institutions, and multilateral and government organizations under the auspices of SRI International, a Silicon Valley based technology and innovation company. Since 2008, Yeung and Johnston have worked with the team at what has become the Global Wellness Institute to pioneer groundbreaking research on the global spa and wellness industries.

GLOBAL WELLNESS ECONOMY MONITOR

Executive Summary

JANUARY 2017



GLOBAL WELLNESS
INSTITUTE™

EMPOWERING WELLNESS WORLDWIDE

Wellness is the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. Globally, wellness sectors now represent a \$3.7 trillion economy.

The Global Wellness Institute (GWI) measured the size of the global wellness economy for the first time in the 2014 *Global Spa & Wellness Economy Monitor*. We define wellness as **the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health**. For the purpose of estimating its size, we define the wellness

economy as encompassing **industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives**.

The global wellness economy, which encompasses 10 diverse sectors (see chart below), was worth an estimated \$3.7 trillion in 2015.¹

Global Wellness Economy: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments. The thickness of the lines in the chart indicates the strength of the relationships and synergies between sectors. Source: Global Wellness Institute

¹ See Appendix A for definitions of the 10 wellness economy sectors.

The wellness economy now represents more than 5% of global economic output and is almost half the size of all global health expenditures, which reached \$7.6 trillion in 2014.² From 2013-2015, the wellness economy grew by 10.6%, while the global economy shrank by -3.6% in U.S. dollar terms.³ The Global Wellness Institute develops original estimates for five wellness sectors including: *Spa*,

Wellness Tourism, *Thermal/Mineral Springs*, *Workplace Wellness*, and *Wellness Lifestyle Real Estate*. For the other five sectors, we aggregate secondary global industry data from multiple sources to arrive at the estimated market size. This report provides original data and discusses the development and prospects of the five wellness sectors that are tracked in detail by GWI.

Research Scope and Methodology

The data for the wellness economy presented in this report is for the year 2015. The analysis is based upon extensive primary and secondary research conducted from January to September 2016 by the Global Wellness Institute. Research included a review of recent literature and reports on spas, wellness, wellness tourism, thermal/mineral springs, workplace wellness, and wellness real estate, along with telephone interviews with more than 50 stakeholders in various wellness sectors around the world. The Global Wellness Institute also conducted a web-based global industry survey in May-July 2016, collecting more than 1,200 responses related to operations and revenues from spa and wellness industry stakeholders.

The estimates presented here on the size of the 2015 global wellness economy, spa industry, wellness tourism, thermal/mineral springs, workplace wellness, wellness real estate, and other sectors were developed by the Global Wellness Institute research team. They are consistent with the data

and modeling methodologies developed in previous studies for the Global Wellness Summit and the Global Wellness Institute, and they are updated based upon primary data collected through the industry survey; qualitative inputs gathered from interviews and research; and a wide variety of publicly available global data from industry, government, and multilateral sources. Our wellness tourism estimates are based upon general international and domestic travel and tourism industry data obtained from Euromonitor International. Key public and private sources consulted for other sectors and data points include: World Bank, International Monetary Fund, World Health Organization, International Labour Organization, World Travel & Tourism Council, United Nations World Tourism Organization, U.S. Bureau of Labor Statistics, U.S. National Institutes of Health, Spafinder Wellness 365, ISPA, IHRSA, Euromonitor, industry-specific media resources (e.g., *Spa Business Handbook*, *Spa Business Magazine*, *SpaChina*, *State of Wellness Travel Report* by Spafinder Wellness 365, etc.), industry-specific reports (e.g., Buck Consultants, Cushman & Wakefield, etc.), online tourism booking websites (e.g., bookings.com), as well as dozens of country-specific government databases and resources.

² Global health expenditures data from: WHO, *Global Health Expenditures Database*, <http://www.who.int/health-accounts/ghed/en/>.

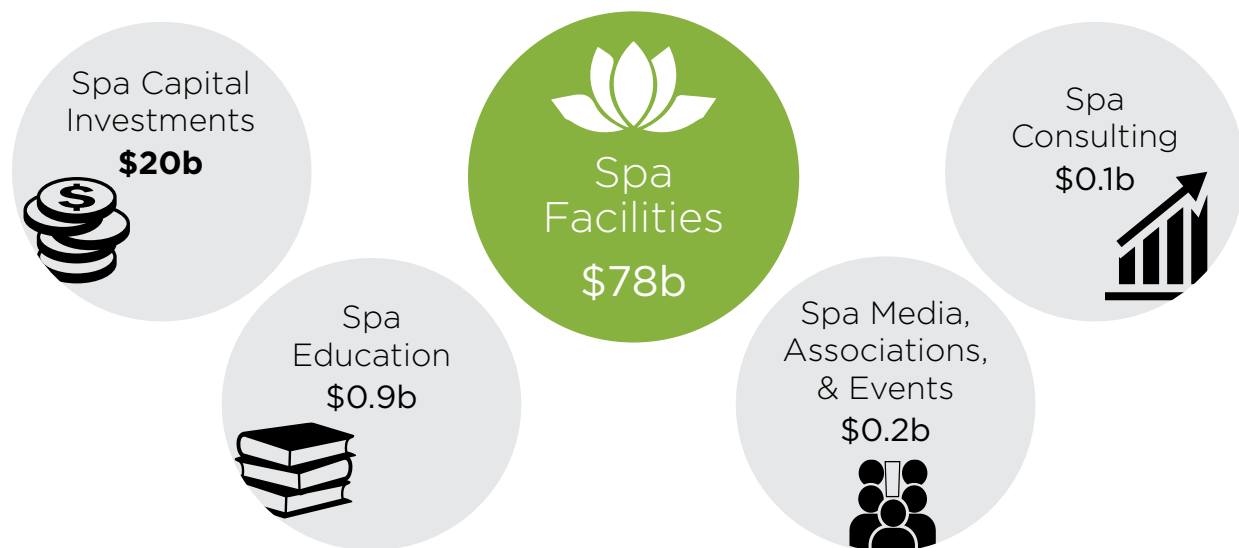
³ Global GDP data from: IMF, *World Economic Outlook Database*, April 2016 Edition, <http://www.imf.org/external/pubs/ft/weo/2016/01/weodata/index.aspx>.

Positioned at the center of a dynamic and growing global wellness economy, spas grew in numbers, revenues, and employment from 2013 to 2015.

In 2015, there were 121,595 spas operating around the world, earning \$77.6 billion in revenues and employing more than 2.1 million workers. Since 2013, the industry has added 16,000 spas, more than 230,000 workers, and \$3.5 billion in revenues. Understanding the growth rate for this market requires some caution due to a significant U.S. dollar appreciation against many major currencies (the Euro, Japanese Yen, etc.) from 2013-2015. Since 2013, spa facility revenues grew at an average annual rate of 2.3% rate when reported in U.S. dollars, as compared to 11.9% annually when expressed in Euros.⁴

The broader spa economy includes the \$77.6 billion in spa facility revenues, along with a cluster of other sectors that support and enable spa businesses. These include spa education, consulting, capital investment, associations, media, and events, which together add an additional \$21.0 billion to the cluster. The overall \$98.6 billion global spa economy has been growing by 2.5% annually in U.S. dollars since 2013 (or 12.1% annually when expressed in Euros).

Spa Economy: \$99 billion in 2015



Note: Numbers may not add due to rounding. Source: Global Wellness Institute

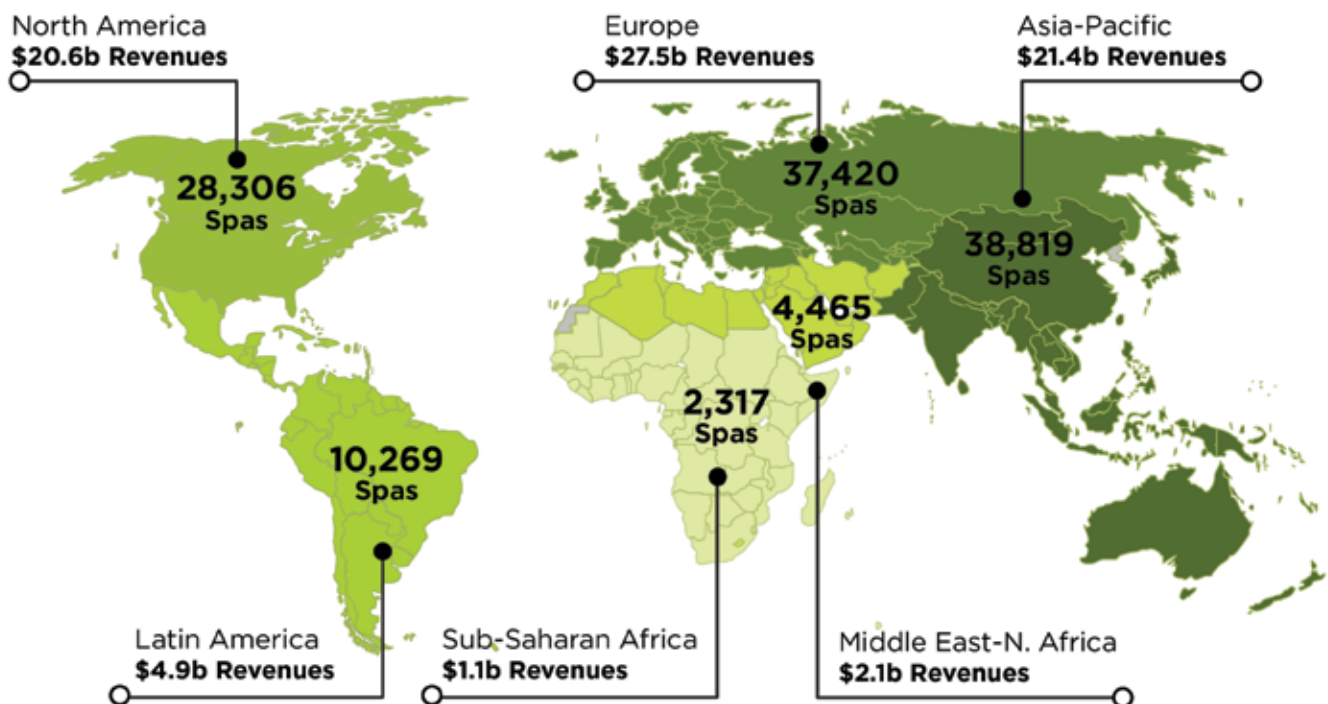
⁴ For further explanation of currency conversions, see page 8.

In 2015, spas were operating in 210 countries around the world. The majority of these were concentrated in the key markets of Asia-Pacific, Europe, and North America. Europe led in total spa revenues in 2015. Asia-Pacific was home to the largest number of spas and also added the greatest number of new spas from 2013-2015. China has been leading the charge and has moved to second place in spa revenues (after the United States). Robust growth has continued across many emerging markets in Asia, from India and Indonesia to Vietnam and Thailand. Meanwhile, in the mature spa markets (e.g., United States, Germany, France, Turkey, Italy, Spain, etc.), the number of spas has continued to increase and their revenue growth has been strong in local currency.

Outside of the three leading regions, spa market growth is robust across Africa, the Middle East, and Latin America, fueled by economic growth and a rising middle class with more disposable income – from Mexico, Brazil, and Argentina to South Africa and the United Arab Emirates. In Africa, the number of spas is climbing steadily upwards with new spas opening in a number of countries that had none just a few years ago. However, security concerns have put a damper on growth in some Middle East and North African countries.

Spa Facilities by Region, 2015

Number of spas and spa facility revenues



Source: Global Wellness Institute

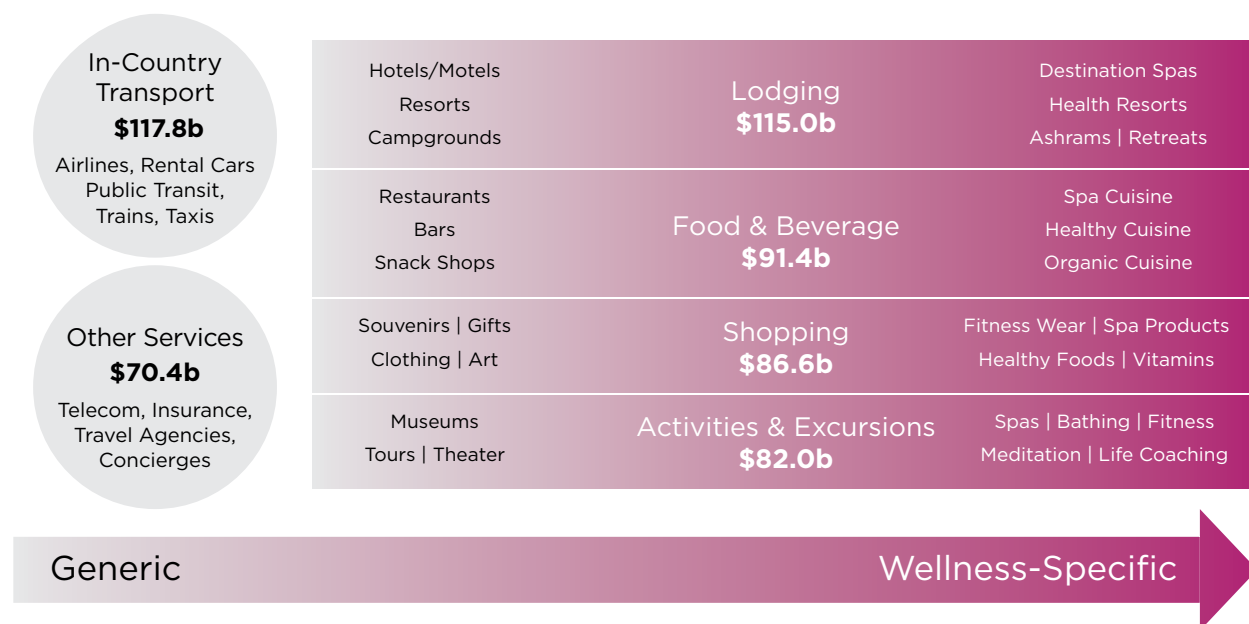
Wellness tourism continues to grow faster than global tourism, as more consumers aspire to higher levels of wellness and incorporate this intention into their travels.

Wellness tourism is **travel associated with the pursuit of maintaining or enhancing one's personal wellbeing**. This market includes two types of wellness tourists: those who take a trip entirely for wellness purposes (**primary wellness tourists**) and those who seek to engage in wellness activities as part of any kind of trip (**secondary wellness tourists**). The emerging global middle class; rising disposable incomes; and growing consumer interest in health, travel, and new experiences are all fueling strong demand – propelling wellness tourism into a \$563.2 billion global market in 2015.⁵ From 2013-2015, wellness tourism expenditures grew by 6.8%

annually in U.S. dollars (or 16.7% annually in Euros), much higher than the 3.4% annual U.S. dollar increase for overall tourism (or 13.2% annually in Euros).

Wellness tourism expenditures are distributed among many travel and tourism segments, from food and lodging to activities, excursions, shopping, and other services. Within each segment, some expenditures may include wellness-focused activities (e.g., visiting a spa or hot spring, taking a meditation or tai chi class, etc.), while other expenditures may be “generic” (such as transportation, general food and lodging, or buying souvenirs).

Wellness Tourism Expenditures: \$563 billion in 2015



Source: Global Wellness Institute

⁵ These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips.

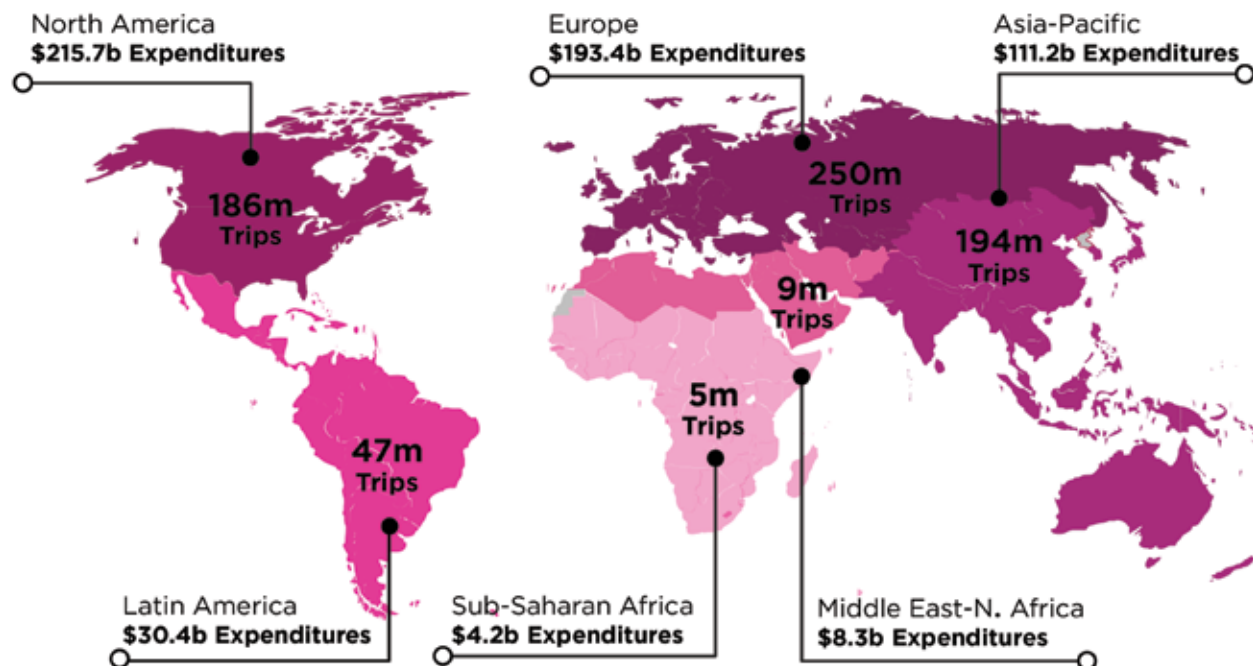
Travelers made 691.0 million wellness trips in 2015, which is 104.4 million more trips than in 2013. Wellness trips account for 6.5% of all tourism trips, but represent 15.6% of total tourism expenditures. This is because wellness travelers are **high-yield tourists**, spending much more per trip than non-wellness travelers.

The bulk of wellness tourism is done by **secondary wellness tourists** (those who seek wellness experiences during their travel), which account for 89% of wellness tourism trips and have been growing faster than primary wellness trips since 2013. Most wellness tourism is done by **domestic tourists** (both primary and secondary), driven by short-haul and weekend trips, and accounting for 83% of all wellness trips. However, international wellness tourism growth has outpaced domestic wellness tourism growth from 2013-2015.

Wellness tourism is heavily concentrated in the key markets of North America, Europe, and Asia-Pacific. Europe is the destination of the largest number of wellness trips, while North America leads in wellness tourism expenditures. Since 2013, Asia made the most gains in both the number of wellness trips and wellness tourism expenditures, continuing a trend that is propelled by a rising middle class, increasing intra-Asia tourism, and a growing consumer interest in wellness. While most of the top markets have continued to grow, many emerging markets have climbed steadily in the rankings since 2013, including China, Brazil, Mexico, Vietnam, Indonesia, Malaysia, Chile, Argentina, and South Africa.

Wellness Tourism by Region, 2015

Number of wellness tourism trips and expenditures (inbound and domestic)



Source: Global Wellness Institute

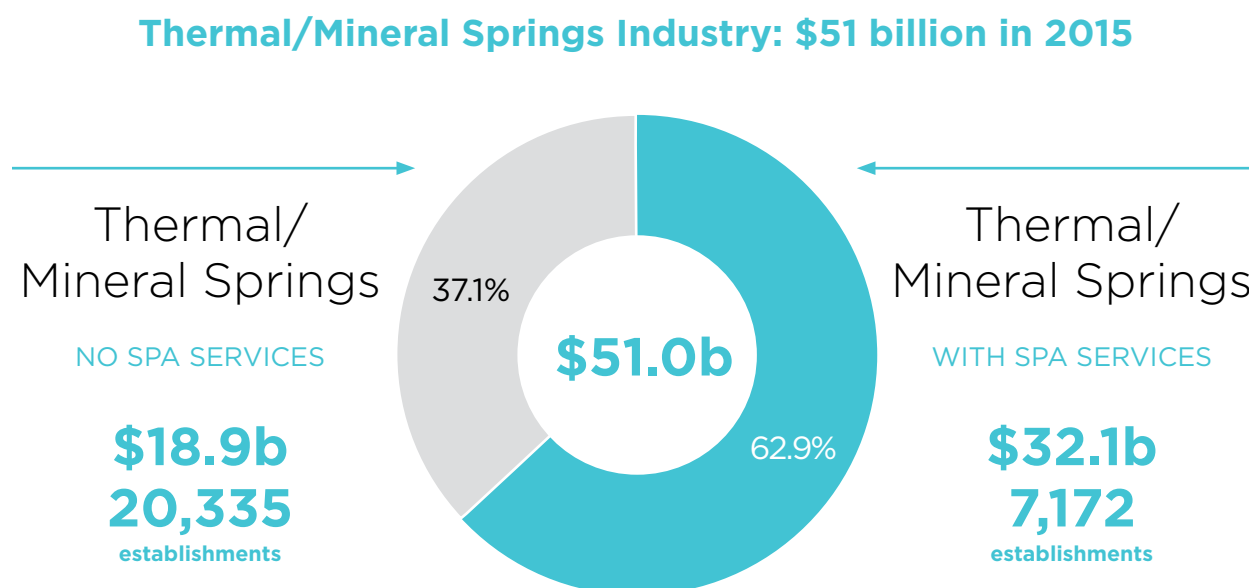
The thermal/mineral springs industry is positioned for rising investment and growth as consumers increasingly seek out the healing and relaxing properties of water and nature.

The thermal/mineral springs industry is comprised of **revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of waters with special properties.**

We estimate that there are now 27,507 facilities built around thermal/mineral springs, located in 109 countries, and earning \$51.0 billion in revenues in 2015 (compared to \$50.0 billion in 2013). Our research indicates that there is rapidly rising consumer, investor, and government interest in springs-based activities, with most establishments experiencing solid growth in both attendance and revenues. The countries with the largest thermal/mineral springs industries – especially in Europe and

Japan – saw major currency depreciation against the U.S. dollar from 2013-2015, and so the revenue growth rates in these countries were much higher in local currency than in U.S. dollars.⁶ For example, global industry revenues grew by 10% annually in Euros as compared to 1% annually in U.S. dollars.

Just over one-quarter of all thermal/mineral springs establishments offer value-added spa services (e.g., massage, facials, hydrotherapy, other treatments) alongside their bathing offerings. These tend to be more developed facilities with a wider range of offerings; therefore, they earn higher revenues than those facilities with bathing only, and they account for nearly two-thirds of the industry's revenues.



Note: The thermal/mineral springs revenue estimates include all revenues earned by these establishments, from bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food & beverage, lodging and other services. See Appendix A for additional definitions and descriptions of categories. Source: Global Wellness Institute

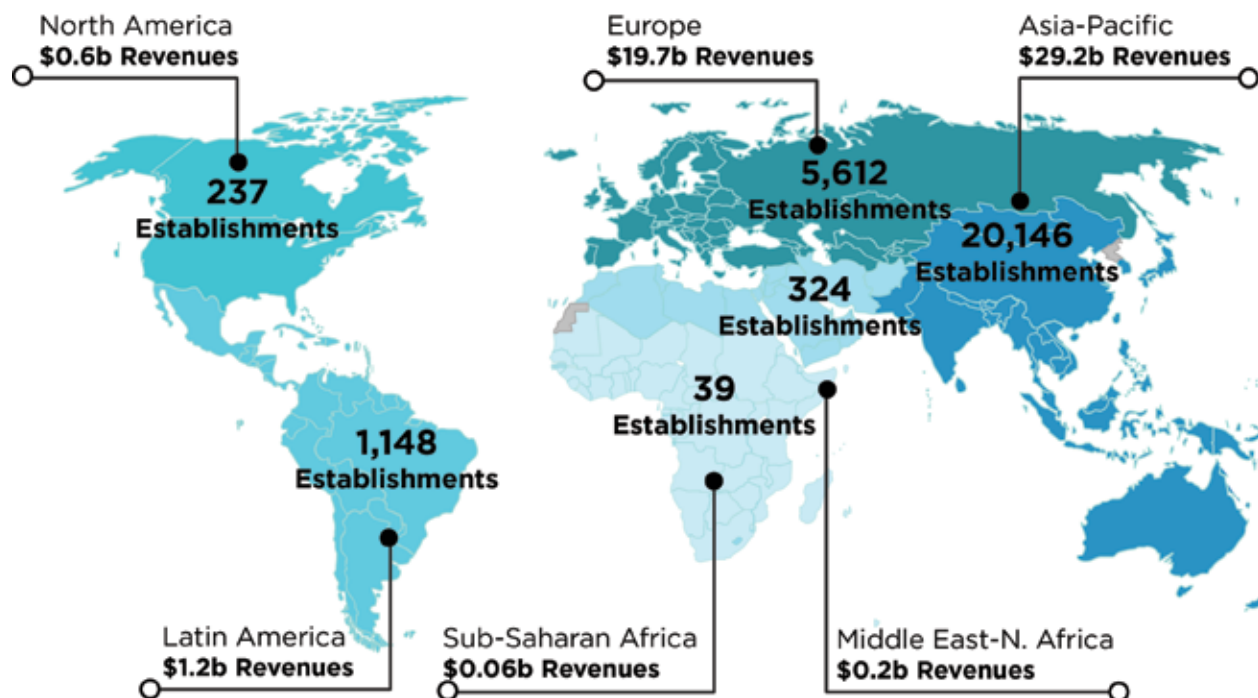
⁶ For further explanation of currency conversions, see page 8.

The thermal/mineral springs industry is heavily concentrated in Asia-Pacific and Europe, reflecting the long history and traditions of bathing. In fact, Asia-Pacific and Europe account for 96% of industry revenues and 94% of establishments. China's hot springs resorts and Japan's *onsen* continue to dominate the market, representing 55% of global revenues and 71% of all establishments. Japan alone, with its estimated 17,328 *onsen*, is home to nearly two-thirds of all thermal/mineral springs establishments.

Other top markets include a large number of European countries with longstanding traditions of using thermal/mineral waters for curative and therapeutic purposes (often subsidized by government insurance systems, although this practice is declining in many countries), as well as the United States. Latin America also has a deep history of thermal/mineral water bathing and recreation, but the size of its industry is a distant third to Asia and Europe.

Thermal/Mineral Springs by Region, 2015

Number of thermal/mineral springs establishments and revenues



Source: Global Wellness Institute

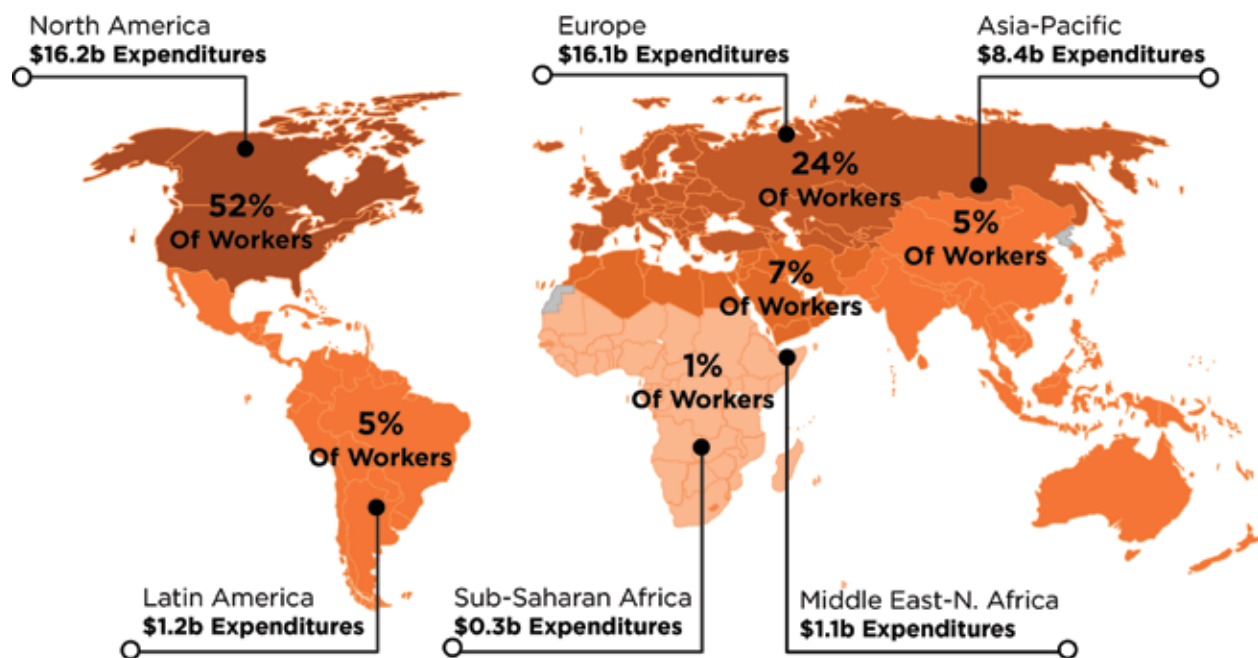
The global epidemic of unwellness at work – costing the world’s economy 10-15% in economic output – is fueling a \$43 billion workplace wellness market.

As the cost of unwell workers rises, employers are spending more on employee wellness as a means to lower healthcare costs, improve morale and recruitment, raise productivity, and stay competitive in the market. We estimate that the workplace wellness market is worth \$43.3 billion globally, which includes **employer expenditures aiming to raise awareness, provide education, and offer incentives that address specific employee health risk factors and behaviors (e.g., lack of exercise, poor eating habits, stress, obesity, smoking) and to encourage employees to adopt healthier lifestyles.**

The current workplace wellness market covers only a small slice (9.5%) of the global workforce, primarily those working in the wealthiest countries or for large or multinational corporations. However, its upward growth trajectory is clear because governments and employers have strong incentives to reverse the negative trends. This will create opportunities for businesses that provide workplace wellness programs and services; design and build healthy workplaces; help to improve indoor environments and ergonomics; and offer leadership and management development; as well as many additional sectors within the wellness economy.

Workplace Wellness Market by Region, 2015

Percent of employed workers with access to workplace wellness programs/service and employer expenditures on workplace wellness programs/services



Source: Global Wellness Institute

Wellness lifestyle real estate is worth more than \$118 billion and is growing rapidly around the world.

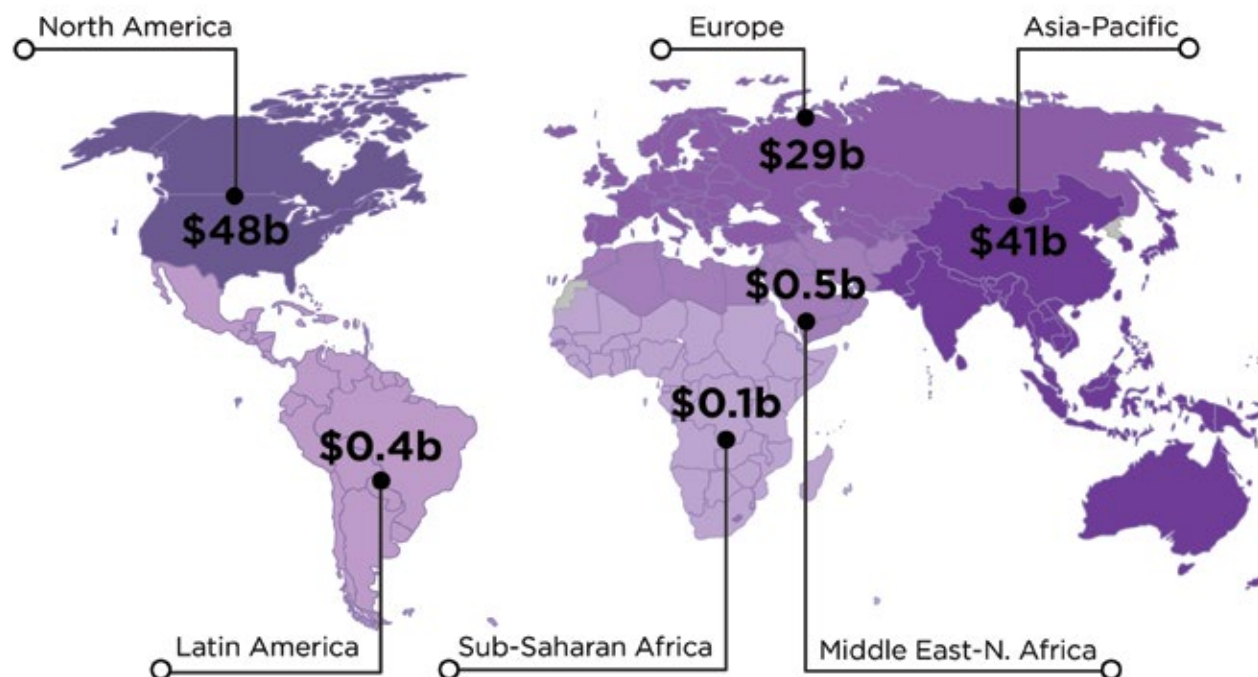
Wellness lifestyle real estate captures the size of the **global commercial real estate transactions (in the residential, hospitality, and mixed-use categories) that incorporate wellness elements into their design, construction, amenities, services, and/or programming**. In 2015, this market was estimated at \$118.6 billion, heavily concentrated in North America, Asia, and Europe. We believe that this market is just the tip of the iceberg. Wellness lifestyle real estate is poised for growth that is faster than the overall real estate sector over the next decade, driven by many factors ranging from aging societies to the changing desires of younger generations, and from the need

to protect the environment and open space while addressing the challenges of urbanization.

A related, important trend – broader than the measurable wellness lifestyle real estate transactions – is the increasing interest from developers and investors in “wellness communities,” which are proactively developed with the holistic health of their residents, guests, environment, and local community in mind. Wellness communities have vast potential to serve as a vehicle for enhancing human, community, and planetary health, and will be the focus of new Global Wellness Institute research in 2017.

Wellness Lifestyle Real Estate Market by Region, 2015

Size of wellness lifestyle real estate market



Source: Global Wellness Institute

The future of the wellness economy is strong.

As more people around the world turn to wellness-focused activities and lifestyles to mitigate their mounting stress and deteriorating health, the wellness economy is positioned to expand at a healthy pace. Using GWI's own data sources and

estimation models for the five wellness sectors that we track, we project that these sectors will all grow at a rate faster than global GDP growth (projected by the IMF at 4.5% annually⁷) over the next five years.

Wellness Sector Growth Projections, 2015-2020

	Projected Market Size (US\$ billions)		Projected Average Annual Growth Rate
	2015	2020	2015-2020
Spa Facilities	\$77.6	\$103.9	6.0%
Thermal/Mineral Springs	\$51.0	\$64.6	4.8%
Wellness Tourism	\$563.2	\$808.0	7.5%
Workplace Wellness	\$43.3	\$55.1	5.0%
Wellness Lifestyle Real Estate	\$118.6	\$152.8	5.2%

Source: Global Wellness Institute, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWI's data and projection model.

We believe that the wellness economy will continue an upward growth trajectory that is resilient to economic disruptions and geopolitical events for several reasons:

- An emerging global middle class with rising disposable income to spend on improving their quality of life and their future outlook. This trend is propelling growth in many global industries, from travel to digital media to higher education.
- An increasing consumer interest in all things related to maintaining and improving health, driven by aging, a rising global epidemic of chronic disease and stress, the negative health impacts of environmental degradation, and the failure of the “sick-care” medical model to improve quality of life.
- A collective, growing awareness among a subset of (more educated and affluent) consumers that their choices convey meaning,

⁷ IMF, *World Economic Outlook Database*, April 2016 Edition.

purpose, and impact beyond their own personal gratification. Consumers are increasingly seeking experiences that are rooted in authenticity and nature, and that connect them to the wellbeing of other people and the planet. The Millennial generation, who are at the forefront of this trend, will continue to elevate the importance of this value system as they head into their peak earning years.

Even as the wellness economy expands, there are several risks and challenges that will affect its growth path:

- While the global middle class continues to grow in numbers, rising income inequality is widening the gap between the ever-expanding wellness lifestyles of the affluent and the minimal wellness amenities/services currently accessible to lower-income people. The future prospects of the wellness economy will be limited if it becomes a luxury segment that depends primarily on wealthy consumers.
- Increased spending on wellness – by governments, employers, and individuals – will be predicated on evidence that wellness services and products do improve health

outcomes. Rigorous research for clinical evidence of the efficacy of wellness products and modalities, from dietary supplements to “super foods,” and from workplace wellness programs to complementary medicine practices, will be essential for growing the wellness economy.

- As the cost of treating chronic diseases rises for governments and employers, policies that provide incentives to consumers to adopt healthy behaviors (e.g., lower insurance premiums for employees who participate in regular exercise) or that punish unwell habits (e.g., taxing sugary drinks) may increase. However, in democratic societies these policies may be considered as an infringement on personal freedoms. Such debates have already been ignited – for example, over whether wellness is just a personal issue or has greater societal costs and benefits, or how to balance personal freedom and accountability when it comes to unhealthy lifestyle habits. Public opinion on these issues will affect the wellness mandate and the demand for wellness services and activities going forward.

Global Wellness Economy Highlights (2015)



Spa Industry

Number of Spas: 121,595 (7% CAGR from 2013-2015)

Spa Revenues: \$77.6 billion (2% CAGR from 2013-2015)

Spa Employment: 2,150,147 (6% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 691.0 million (9% CAGR from 2013-2015)

Wellness Tourism Expenditures: \$563.2 billion (7% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Establishment: 27,507 (1% CAGR from 2013-2015)

Thermal/Mineral Springs Estab. Revenues: \$50.0 billion (1% CAGR from 2013-2015)

Thermal/Mineral Springs Establishment Employment: 1,386,092



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services:
305.5 million (9.5% of employed workers)

Expenditures on Workplace Wellness: \$43.3 billion (3% CAGR from 2013-2015)



Wellness Real Estate

Wellness Real Estate Market: \$118.6 billion (9% CAGR from 2013-2015)

GLOBAL WELLNESS ECONOMY MONITOR

Full Report

JANUARY 2017



GLOBAL WELLNESS
INSTITUTE™

EMPOWERING WELLNESS WORLDWIDE

I. THE GLOBAL WELLNESS ECONOMY

Wellness is the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. Globally, wellness sectors now represent a \$3.7 trillion economy.

In a sea of global economic uncertainties, a wellness economy is rising. As people around the world suffer from higher stress and chronic disease, they are turning to wellness approaches to maintain and improve their health. **Wellness is the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health.** Wellness is multi-dimensional, extending to the physical, mental, emotional, social, spiritual, and environmental realms. Wellness aims higher than freedom from disease or infirmity. Wellness is preventive; it relies on individual responsibility to integrate a holistic health paradigm into everyday

life – how we live, eat, work, play, travel, maintain vitality, deal with stress, and respond to the first signs of illness.

The wellness economy encompasses industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives.

In our 2014 study, the Global Spa & Wellness Economy Monitor, we defined the wellness economy as including 10 key sectors⁸ and estimated its global size for the first time. This study tracked the same 10 industries and updated the global wellness economy figures for 2015.

Global Wellness Economy: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments. The thickness of the lines in the chart indicates the strength of the relationships and synergies between sectors. Source: Global Wellness Institute

⁸ See Appendix A for definitions of the 10 wellness economy sectors.

We estimate that the wellness economy has grown to \$3.7 trillion in 2015, representing 5.1% of global economic output. The 10 wellness sectors that we track, each sizable and important in its own right, are interrelated, dynamic, and increasingly overlapping. The Global Wellness Institute develops original estimates for five wellness sectors, including: *Spa, Wellness Tourism, Thermal/Mineral Springs, Workplace Wellness, and Wellness Lifestyle Real Estate*. For the other five sectors, we aggregate secondary global industry data from multiple sources to arrive at the estimated market size.

Clearly, wellness drives significant consumer spending and economic activities even when compared to rapidly rising global health expenditures, which reached \$7.6 trillion in 2014.⁹ From 2013-2015, the wellness economy grew by 10.6%, while the global economy shrank by -3.6%.¹⁰ The two wellness sectors that have experienced the fastest growth rates are *Preventive & Personalized Medicine and Public Health and Fitness and Mind-Body*.

Wellness Economy Sectors, 2013 and 2015

	Market Size* (US\$ billions)		Average Annual Growth Rate**
	2013	2015	2013-2015
Beauty & Anti-Aging	\$1,025.6	\$999.0	-1.3%
Healthy Eating, Nutrition, & Weight Loss	\$574.2	\$647.8	6.2%
Wellness Tourism	\$494.1	\$563.2	6.8%
Fitness & Mind-Body	\$446.4	\$542.0	10.2%
Preventive & Personalized Medicine and Public Health	\$432.7	\$534.3	11.1%
Complementary & Alternative Medicine	\$186.7	\$199.0	3.3%
Wellness Lifestyle Real Estate	\$100.0	\$118.6	8.9%
Spa Economy (<i>Spa Facilities</i>)	\$94.0 (\$74.1)	\$98.6 (\$77.6)	2.5% (2.3%)
Thermal/Mineral Springs	\$50.0	\$51.0	1.0%
Workplace Wellness	\$40.7	\$43.3	3.1%
Wellness Economy	*\$3,367.8	*\$3,724.4	5.2%

*Numbers do not sum to total due to overlap in segments.

**Note that growth rates for many sectors were affected by the appreciation of the U.S. dollar against many other major currencies. See page 8 for additional explanation of currency fluctuations and their impact on growth rates.

Source: Global Wellness Institute, based upon extensive primary research and secondary data sources.

⁹ Global health expenditures data from: WHO, *Global Health Expenditures Database*, <http://www.who.int/health-accounts/ghed/en/>.

¹⁰ Global GDP data from: IMF, *World Economic Outlook Database*, April 2016 Edition, <http://www.imf.org/external/pubs/ft/weo/2016/01/weodata/index.aspx>.

Wellness sectors are positioned to grow as an increasing share of the global economy, propelled by demographic and consumer trends, as well as an evolving collective consciousness toward global wellbeing.

Using GWI's own data sources and estimation models for the five wellness sectors that we track, we project that they will all grow at a rate faster

than global GDP growth (projected by the IMF at 4.5% annually¹¹) over the next five years.

Wellness Sector Growth Projections, 2015-2020

	Projected Market Size (US\$ billions)		Projected Average Annual Growth Rate
	2015	2020	2015-2020
Spa Facilities	\$77.6	\$103.9	6.0%
Thermal/Mineral Springs	\$51.0	\$64.6	4.8%
Wellness Tourism	\$563.2	\$808.0	7.5%
Workplace Wellness	\$43.3	\$55.1	5.0%
Wellness Lifestyle Real Estate	\$118.6	\$152.8	5.2%

Source: Global Wellness Institute, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWI's data and projection model.

We believe that the wellness economy will continue an upward growth trajectory that is resilient to economic disruptions and geopolitical events because it is positioned at the intersection of several global trends, including:

- An emerging global middle class with rising disposable incomes to spend on improving their quality of life and their future outlook.

This trend is propelling growth in many global industries, from travel to digital media to higher education.

- An increasing consumer interest in all things related to maintaining and improving health, driven by aging, a rising global epidemic of chronic disease and stress, the negative health impacts of environmental degradation,

¹¹ IMF, World Economic Outlook Database, April 2016 Edition.

and the failure of the “sick-care” medical model to improve quality of life.

- A collective, growing awareness among a subset of (more educated and affluent) consumers that their choices convey meaning, purpose, and impact beyond their own personal gratification. Consumers

are increasingly seeking experiences that are rooted in authenticity and nature, and that connect them to the wellbeing of other people and the planet. The Millennial generation, who are at the forefront of this trend, will continue to elevate the importance of this value system as they head into their peak earning years.

The wellness economy also faces significant challenges going forward: growing income inequality and divergent access to wellness, the need for evidence-based wellness, and the tension between mandated wellness and personal freedom.

Even as the wellness economy expands, there are several risks and challenges that will affect its future growth trajectory:

- Although the global middle class continues to grow in numbers, rising income inequality is widening the gap between the ever-expanding wellness lifestyles of the affluent and the minimal wellness amenities/services currently accessible to lower-income people. The future prospects of the wellness economy will be limited if it becomes a luxury segment that depends primarily on wealthy consumers.
- Increased spending on wellness – by governments, employers, and individuals – will be predicated on evidence that wellness services and products do improve health outcomes. Rigorous research for clinical evidence of the efficacy of wellness products and modalities, from dietary supplements to “super foods,” and from workplace wellness programs to complementary medicine practices, will be essential for growing the wellness economy.
- As the cost of treating chronic diseases rises for governments and employers, policies that provide incentives for consumers to adopt healthy behaviors (e.g., lower insurance premiums for employees who participate in regular exercise) or that punish unwell habits (e.g., taxing sugary drinks) may increase. However, in democratic societies these policies may be considered as an infringement on personal freedoms. Such debates have already been ignited – for example, over whether wellness is just a personal issue or has greater societal costs and benefits, or how to balance personal freedom and accountability when it comes to unhealthy lifestyle habits. Public opinion on these issues will affect the wellness mandate and the demand for wellness services and activities going forward.

Research Scope and Methodology

The data for the wellness economy presented in this report is for the year 2015. The analysis is based upon extensive primary and secondary research conducted from January to September 2016 by the Global Wellness Institute. Research included a review of recent literature and reports on spas, wellness, wellness tourism, thermal/mineral springs, workplace wellness, and wellness real estate, along with telephone interviews with more than 50 stakeholders in various wellness sectors around the world. The Global Wellness Institute also conducted a web-based global industry survey in May-July 2016, collecting more than 1,200 responses related to operations and revenues from spa and wellness industry stakeholders.

The estimates presented here on the size of the 2015 global wellness economy, spa industry, wellness tourism, thermal/mineral springs, workplace wellness, wellness real estate, and other sectors were developed by the Global Wellness Institute research team. They are consistent with

the data and modeling methodologies developed in previous studies for the Global Wellness Summit and the Global Wellness Institute, and they are updated based upon primary data collected through the industry survey; qualitative inputs gathered from interviews and research; and a wide variety of publicly available global data from industry, government, and multilateral sources. Our wellness tourism estimates are based upon general international and domestic travel and tourism industry data obtained from Euromonitor International. Key public and private sources consulted for other sectors and data points include: World Bank, International Monetary Fund, World Health Organization, International Labour Organization, World Travel & Tourism Council, World Tourism Organization, U.S. Bureau of Labor Statistics, U.S. National Institutes of Health, Spafinder Wellness 365, ISPA, IHRSA, Euromonitor, industry-specific media resources (e.g., *Spa Business Handbook*, *Spa Business Magazine*, *SpaChina*, *State of Wellness Travel Report* by Spafinder Wellness 365, etc.), industry-specific reports (e.g., Buck Consultants, Cushman & Wakefield, etc.), online tourism booking websites (e.g., bookings.com), as well as dozens of country-specific government databases and resources.

A Note on Currency Conversions and Wellness Market Growth Rates

All revenue and expenditure estimates presented in this report are expressed in current/nominal U.S. dollars, using fluctuating year-on-year exchange rates. That is, the U.S. dollar figures in a given year are converted from other currencies using the average prevailing exchange rate in that year, not adjusted for currency appreciation/depreciation, price differentials, or inflation. This approach, which is typical in industry market analysis, is adopted for easy comprehension by a general readership.

It is important to understand that currency fluctuations have a major impact on the reporting of market growth rates. From 2013 to 2015 (the time periods covered in this report), the U.S. dollar appreciated significantly against the currencies of many major wellness markets, including the Euro, Russian Ruble, Canadian Dollar, Japanese Yen, Indian Rupee, and Brazilian Real. This has the effect of making market growth rates lower when they are reported in U.S. dollars. For example, between 2013-2015, global spa

facility revenues grew annually by 2.3% in U.S. dollars, but at a much higher rate of 11.9% annually in Euros, 3.6% annually in British Pounds, 14.1% annually in Japanese Yen, and 3.4% annually in Chinese Yuan. The U.S. dollar-based growth rate is lower than one might expect due to the U.S. dollar appreciation, while the growth rates in both Euros and Yen are over-inflated due to the significant depreciation of these currencies.

Economists use many approaches in data analysis to account for varying economic conditions across different countries and time periods – for example, using “constant exchange rates” to control for currency fluctuations over time, using “real exchange rates” (purchasing power parity) to control for price differentials across countries, and using “constant prices” to control for inflation within a country. For example, if we convert all of the spa facility estimates to U.S. dollars using a constant 2015 exchange rate, the market growth rate would be 4.8% annually in U.S. dollars. This figure is closer to the “true” market growth trend because it eliminates the effect of the U.S. dollar appreciation. However, since these kinds of adjustments are not widely understood by non-economists and require extra explanation, we have chosen to express all figures in this report in simple, current dollars at year-on-year exchange rates. We have noted in the report where the currency fluctuations have had a significant impact on our growth rate calculations. In the

II. THE SPA ECONOMY

The state of the spa economy is strong. Positioned at the center of a dynamic and growing global wellness economy, spas grew in numbers, revenues, and employment from 2013 to 2015.

in inaugural report, *The Global Spa Economy 2007*, we measured the size of the global spa economy for the first time, defining spas as **establishments that promote wellness through the provision of therapeutic and other professional services aimed at renewing the body, mind, and spirit.** This definition has fostered an inclusive spa industry, and it embraces the dynamic regional developments and business models that have emerged in recent years.

Consistent with the methodology established in that landmark study, we now estimate the number of spas at 121,595 in 2015, earning \$77.6 billion in revenues and employing more than 2.1 million workers. Since 2013, the industry has added 16,000 spas, more than 230,000 workers, and \$3.5 billion in revenues. The 2.3% annual revenue growth rate in U.S. dollars from 2013-2015 may seem modest as compared to the increase in the number of spas and employment. The reason

is that, in order to be consistent with previous data, we report revenue figures in U.S. dollars, which have appreciated significantly against the currencies of many major spa markets, including the Euro, Russian Ruble, Canadian Dollar, Japanese Yen, Indian Rupee, and Brazilian Real. Converting the revenue data to Euros, the global spa market was worth €70.1 billion in 2015, as compared to €56.0 billion in 2013, an annual growth rate of 11.9% when spa revenues are expressed in Euros.¹²

This chapter first presents detailed, updated estimates for spa facilities around the world (the number of spas, their direct revenues, and employment), followed by updated figures for the broader “spa economy” – a \$98.6 billion market that includes the \$77.6 billion of spa facility revenues as well as revenues of other supporting sectors such as spa consulting, education, media, and so on.

¹² The difference between the 2.3% annual revenue growth rate in current U.S. dollars from 2013-2015, versus the 11.9% rate in Euros, reinforces the major impact of the U.S. dollar appreciation on the growth rate estimates. For further explanation of currency conversions, see page 8.

Asia leads in the number of spas, while Europe leads in revenue.

In 2015, there were spas located in 210 countries around the world. Asia-Pacific was home to the largest number of spas and also added the

greatest number of new spas from 2013-2015. Europe led in total spa revenues in 2015.

Spa Facilities and Revenues by Region, 2013 and 2015

	Number of Spas		Spa Facility Revenues (US\$ billions)	
	2013	2015	2013	2015
Europe	32,190	37,420	*\$29.8	*\$27.5
Asia-Pacific	32,451	38,819	\$18.8	\$21.4
North America	26,510	28,306	\$18.3	\$20.6
Latin America-Caribbean	9,007	10,269	\$4.7	\$4.9
Middle East-North Africa	3,889	4,465	\$1.7	\$2.1
Sub-Saharan Africa	1,544	2,316	\$0.8	\$1.1
Total	105,591	121,595	\$74.1	\$77.6

**Note that the decline in US\$ revenues for Europe since the 2013 figures is indicative of currency depreciation against the U.S. dollar and not an actual decline in the market. Expressed in Euros, the European market grew from €22.7 billion in 2013 to €24.9 billion in 2015.*

Source: Global Wellness Institute

The majority of spas and their customers are concentrated in the key markets of Asia-Pacific, Europe, and North America. In fact, the top five markets (United States, China, Germany, Japan, and France) account for 51% of global revenues, while the top 20 markets represent 80% of the global market. In 2015, 16 countries had annual spa revenues exceeding \$1 billion. Since 2013, China has moved ahead of Germany and Japan

and now has the second highest spa revenues, while Thailand has surpassed the \$1b threshold for the first time. The United Arab Emirates and Hong Kong have moved into the top 20 countries (displacing Poland and Brazil, whose spa revenues in U.S. dollar terms were reduced by significant local currency depreciation against the U.S. dollar – as was the case for most European countries).

Top Twenty Spa Markets, 2015

	Number of Spas	Spa Facility Employment	Spa Facility Revenues (US\$ billions)	Rank in 2015
United States	24,421	378,783	\$18.67	1
China	12,595	288,368	\$7.09	2
Germany	6,488	143,134	\$5.95	3
Japan	7,069	115,515	\$5.08	4
France	4,011	77,297	\$2.96	5
United Kingdom	3,185	55,342	\$2.75	6
Italy	3,023	66,441	\$2.46	7
Russia	3,010	105,461	\$1.91	8
Canada	3,885	45,390	\$1.91	9
Spain	2,672	48,756	\$1.90	10
Austria	1,354	30,477	\$1.60	11
Mexico	3,099	51,530	\$1.48	12
South Korea	2,966	38,971	\$1.48	13
India	4,734	55,862	\$1.46	14
Switzerland	783	19,438	\$1.15	15
Thailand	2,304	70,897	\$1.01	16
Indonesia	2,070	60,682	\$0.92	17
Australia	1,162	12,208	\$0.79	18
United Arab Emirates	687	20,606	\$0.74	19
Hong Kong	739	12,431	\$0.68	20

Source: Global Wellness Institute

“Hotel/resort spas” is the fastest growing category.

The 121,595 spas around the world encompass many different types and forms; their variation across countries and regions sometimes makes it challenging to standardize nomenclatures. For reasons of consistency, we have created six categories of spas in order to track their growth

since 2007 (see *Appendix A* for definitions). From 2013-2015, the “hotel/resort spas” category added the largest number of spas and greatest amount of revenues. Because of their sheer numbers, day/club/salon spas continue to account for the greatest share of industry revenues.

Spa Facilities and Revenues by Type, 2013 and 2015

	Number of Spas		Spa Facility Revenues (US\$ billions)	
	2013	2015	2013	2015
Day/Club/Salon Spas	59,339	64,262	\$30.5	\$30.8
Hotel/Resort Spas	22,076	30,180	\$22.2	\$25.6
Destination Spas & Health Resorts	2,204	2,374	\$8.4	\$7.7
Medical Spas	5,009	5,502	\$5.4	\$5.7
Thermal/Mineral Springs Spas	6,504	7,171	\$4.8	\$4.7
Other Spas	10,459	12,106	\$2.7	\$3.1
Total	105,591	121,595	\$74.1	\$77.6

Note: Revenue figures may not sum to total due to rounding. See Appendix A for descriptions of the spa categories.

Source: Global Wellness Institute

Spa facilities added 237,424 new jobs in two years.

Spas employed more than 2.1 million people in 2015, including about 1.2 million spa therapists and 215,000 spa managers and directors. Since 2013, spas added 237,424 jobs to the global economy. Comparing across regions, Asia added the largest number of spa workers (over 100,000) from 2013-2015.

Our projections for spa industry growth over the next five years indicate that there will be an estimated 2.8 million persons employed by spas in 2018. An additional 400,000 trained spa therapists and 70,000 experienced spa managers/directors (above the current level) will be needed by the industry in 2020.

Spa Facility Employment by Region, 2013, 2015, and 2020 (Projected)

	Total Employees in Spa Facilities		
	2013	2015	Projected Need in 2020
Europe	678,920	745,584	946,765
Asia-Pacific	614,202	722,588	1,010,016
North America	397,381	424,174	541,059
Latin America-Caribbean	141,025	164,909	200,333
Middle East-North Africa	57,308	63,982	88,222
Sub-Saharan Africa	20,822	28,912	58,383
Total	1,909,658	2,150,147	2,844,778

Source: Global Wellness Institute

The growth of spas drives a \$98.6 billion global spa economy.

First unveiled in 2008, the term **spa economy** refers to spas and the related cluster of sectors that support and enable spa businesses. The spa economy includes spa facilities themselves, as well as the education, consulting, capital investment, associations, media, and events sectors that promote spas and related businesses.

The growth of the core spa facilities sector drives the robust growth of the broader global spa economy. In 2015, these related sectors added \$21.0 billion to a formidable global spa facilities sector of \$77.6 billion to create a \$98.6 billion global spa economy.

Global Spa Economy, 2013 and 2015

	Spa Economy Sector Revenues (US\$ billions)	
	2013	2015
Spa Facility Operations	\$74.06	\$77.57
Spa Capital Investments	\$18.75	\$19.82
Spa Education	\$0.82	\$0.85
Spa Media, Associations, & Events	\$0.22	\$0.25
Spa Consulting	\$0.11	\$0.12
Total Spa Economy	\$93.95	\$98.62

Note: See Appendix A for descriptions of the spa economy sectors.

Source: Global Wellness Institute



The spa economy brings significant economic impacts to all corners of the world.

The activities of the spa industry and its related sectors have a ripple effect in the global economy that magnifies their total impact. Simply put, the revenues and employment of spas and their related sectors are considered the *direct impacts* of the industry. When the revenues earned by these businesses are spent to purchase other goods and services – stimulating production from suppliers and vendors – these economic activities are known as *indirect effects*. When employees

of spas and related sectors spend their incomes, creating demand for goods and services in unrelated sectors, these are considered *induced effects*.

By adding together the direct, indirect, and induced impacts, we estimate that in 2015, the \$98.6 billion global spa economy generated \$287.8 billion in total economic impacts, as well as 5.5 million jobs around the world.

Economic Impacts of the Spa Economy, 2015

	Spa Economy Direct Impact	Indirect & Induced Impact	Spa Economy Economy-Wide Impact
Spa Economy Revenues	\$98.6 billion	 \$189.2 billion	\$287.8 billion
Spa Facility Employment	2.2 million jobs	 3.3 million jobs	5.5 million jobs

Source: Global Wellness Institute

III. WELLNESS TOURISM

Wellness tourism continues to grow faster than global tourism, as more consumers aspire to higher levels of wellness and incorporate this intention into their travels.

In 2013, we unveiled the size of global wellness tourism for the first time, along with the definition of wellness tourism as ***travel associated with the pursuit of maintaining or enhancing one's personal wellbeing***. Three years later, the growth momentum of this segment is as strong as ever, as it occupies a position where three global megatrends converge:

- An emerging global middle class with rising disposable incomes for lifestyle spending, including travel;
- An increasing consumer desire for all things related to wellness and a healthy lifestyle; and
- A growing interest in experiential travel.

The growing demand for wellness travel, and the accelerating business investments and innovations to meet this demand, have propelled wellness tourism into a \$563.2 billion global industry in 2015. From 2013-2015, wellness tourism expenditures grew by 6.8% annually in U.S. dollars, much higher than the 3.4% annual increase in overall tourism expenditures.¹³

Travelers made 691.0 million wellness trips in 2015, which is 104.4 million more than in 2013. Wellness trips account for 6.5% of all tourism trips, but represent 15.6% of total tourism expenditures. This is because wellness travelers tend to spend much more per trip than non-wellness travelers.

Wellness Tourism Trips and Expenditures, 2013 and 2015

	Number of Trips (millions)		Expenditures (US\$ billions)	
	2013	2015	2013	2015
International/Inbound Wellness Tourism	95.3	116.0	\$156.3	\$187.1
Domestic Wellness Tourism	491.2	575.0	\$337.8	\$376.1
Total Wellness Tourism Industry	586.5	691.0	\$494.1	\$563.2

Source: Global Wellness Institute

¹³ Note that the appreciation of the U.S. dollar against many major global currencies affects the calculation of market growth rates. For example, while wellness tourism expenditures grew by 6.8% annually in current U.S. dollars from 2013-2015, the growth rate when converted to Euros was 16.7% annually over that time period. For further explanation of currency conversions, see page 8.

What is included in wellness tourism?

Consistent with the methodology established in our 2013 study, *The Global Wellness Tourism Economy*, we measure the wellness tourism industry by estimating all expenditures made by wellness tourists – both international and domestic – including spending on lodging, food and beverage, activities and excursions, shopping, and in-country transportation:¹⁴

- **International wellness tourism receipts:** All receipts earned by a country from inbound wellness tourists visiting from abroad with an overnight stay.
- **Domestic wellness tourism expenditures:** All expenditures in a country made by wellness tourists who are traveling within their own country with an overnight stay.

Within each of the international and domestic tourism segments, we estimate the portion of trips and expenditures that are represented by wellness tourists, including both the primary and secondary wellness tourism segments:

- **Primary wellness tourist:** A tourist whose trip or destination is primarily motivated by wellness.
- **Secondary wellness tourist:** A tourist who seeks to maintain wellness while traveling or who participates in wellness experiences while taking any type of trip for leisure or business.

Finally, we aggregate the spending of primary and secondary wellness tourists, both international/inbound and domestic, across 212 countries, to arrive at the global wellness tourism figure.

Secondary wellness tourists and international tourists lead global wellness tourism growth.

The bulk of wellness tourism is done by secondary wellness tourists – i.e., those who seek wellness experiences during their travel, when wellness is not the primary motivation for their trip or destination. Secondary wellness tourists accounted for 89% of wellness tourism trips and 86% of wellness tourism expenditures in 2015. Secondary wellness tourism has also been growing at a much faster rate than primary wellness tourism from 2013-2015: 20% growth in trips and 16% growth in expenditures for secondary, as compared to 2% and 5%, respectively, for primary.

We should note that the two segments (primary and secondary wellness tourism) could apply

to the same person at different points in time, depending on the intention behind each trip. Importantly, both types of wellness tourism reinforce each other. For example, a person who has the interest and the means to plan a trip to a destination spa or wellness resort (primary wellness tourism) is also likely to choose a hotel where he/she can maintain a wellness routine during a business trip (secondary wellness tourism). Similarly, a tourist who has positive experiences visiting a day-use hot spring establishment during a family vacation (secondary wellness tourism) may later be motivated to plan a vacation specifically to visit a hot spring resort (primary wellness tourism).

¹⁴ Following the convention for calculation of international tourism statistics, we exclude international airfare from the calculation of wellness tourism. The international airfare paid by international tourists does not necessarily accrue to the country he/she is visiting. Therefore, expenditures on international airfare are typically not included in the tourism receipts reported by individual countries, but instead are covered in a different line item in balance of payment statistics.

Defining Wellness Tourists

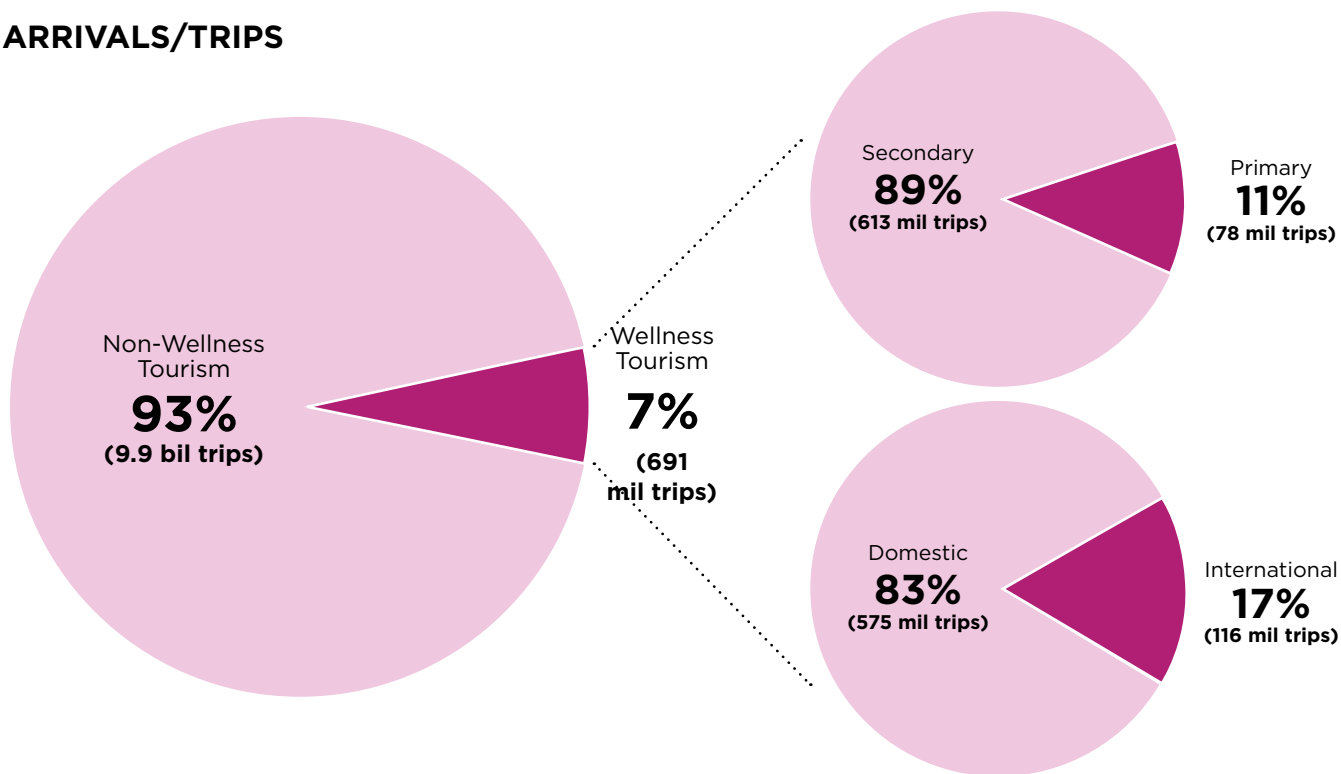
Primary Wellness Tourists	Secondary Wellness Tourists
Wellness is the sole purpose or motivating factor for their trip and destination choice.	Seek to maintain their wellness or participate in wellness experiences while taking any type of trip.
EXAMPLES	
<ul style="list-style-type: none"> • Visiting a destination spa (such as Canyon Ranch, Rancho La Puerta, Chiva Som, Ananda, Gwinganna, SHA Wellness, Lanserhof, etc.) • Vacationing at a hot springs resort for a long weekend • Staying at an ashram for a meditation retreat • Taking a weekend spa trip for rejuvenation and stress reduction • Traveling to a wellness center for a full-scale executive health checkup • Taking a wellness cruise • Staying at an eco-spa or jungle spa resort for a week • Participating in a yoga retreat that includes healthy food and meditation in a natural setting 	<ul style="list-style-type: none"> • A business or leisure traveler who actively seeks out healthy accommodations, food, and fitness options during a trip • A family that spends a day at a hot springs bathing establishment as part of a holiday trip • A vacationer at a beach resort who wants to visit the spa and salon a few times during the trip • A cruise tourist who specifically selects a ship with extensive spa, beauty, and fitness amenities • An adventure tourist who visits an eco-spa after a long day of hiking or biking • A tour group traveler who gets a Thai massage or reflexology treatment, or visits a <i>hammam</i>, as part of the tour experience

The bulk of wellness tourism is done by domestic tourists, driven by short-haul and weekend trips. This market is dominated by large countries, such as the United States, Germany, China, Japan, India, and France, which have large internal/ domestic tourism markets in general. Domestic wellness tourism represented 83% of all wellness

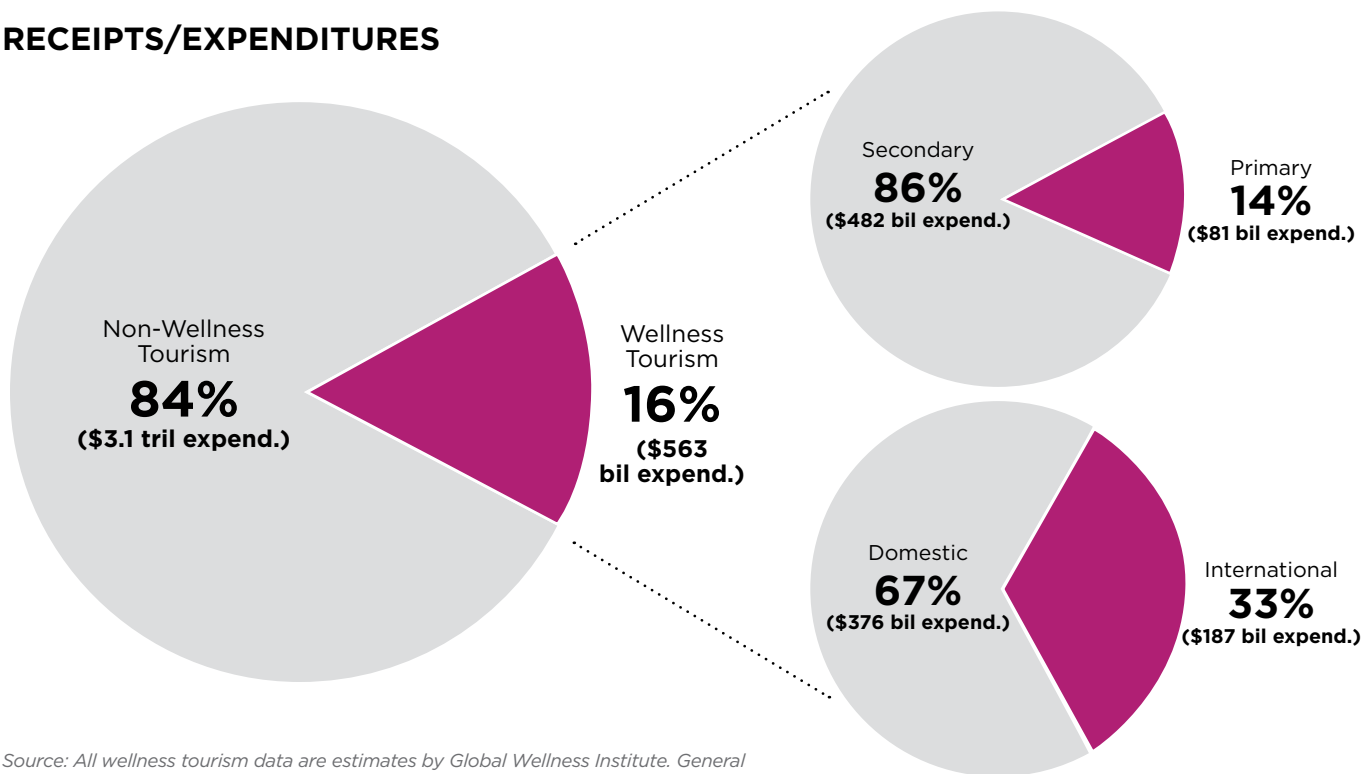
trips and 67% of expenditures in 2015. However, international wellness tourism has been growing at a much faster rate than domestic wellness tourism from 2013-2015: 22% growth in trips and 20% growth in expenditures for international, as compared to 17% and 11% for domestic.

Segmenting Global Wellness Tourism, 2015

ARRIVALS/TRIPS



RECEIPTS/EXPENDITURES



Source: All wellness tourism data are estimates by Global Wellness Institute. General global travel and tourism data from Euromonitor International (www.euromonitor.com).

Europe had the most wellness trips and North America had the highest expenditures, while Asia-Pacific gained the most in both wellness trips and expenditures from 2013-2015.

Similar to what we found in previous studies, Europe is the destination for the largest number of wellness trips. Because wellness tourists tend to spend more per trip on average in North America, the region continues to lead in wellness tourism expenditures. The appreciation of the U.S. dollar against major European and Asian

currencies also accounts for the U.S. dominance in wellness tourism spending. In the past two years, Asia made the most gains in both the number of wellness trips and wellness tourism expenditures, continuing a trend that is propelled by a rising middle class, increasing intra-Asia tourism, and a growing consumer interest in wellness.

Wellness Tourism Trips and Expenditures by Region, 2013 and 2015

	Number of Trips (millions)		Expenditures (US\$ billions)	
	2013	2015	2013	2015
North America	171.7	186.5	\$195.5	\$215.7
Europe	216.2	249.9	\$178.1	\$193.4
Asia-Pacific	151.9	193.9	\$84.1	\$111.2
Latin America-Caribbean	35.5	46.8	\$25.9	\$30.4
Middle East-North Africa	7.0	8.5	\$7.3	\$8.3
Africa	4.2	5.4	\$3.2	\$4.2
Total Wellness Tourism Industry	586.5	691.0	\$494.1	\$563.2

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips.

Source: Global Wellness Institute

Wellness tourism is heavily concentrated in the key markets of North America, Europe, and Asia-Pacific. The United States alone accounts for over one-third of global revenues, while the top five countries (United States, Germany, France, China, Japan) represent 61% of the global market, and the top 20 countries represent 86%. Since 2013, China has risen significantly in the rankings for wellness tourism expenditures (entering the top five), while Brazil has entered the top 20 for the

first time (supplanting Portugal). Most European countries, Japan, and Canada all show a decline in wellness tourism expenditures since 2013 – and many have fallen slightly in the rankings – due to significant depreciation of the Euro and other major currencies against the U.S. dollar during this time period. The currency factors mask the still robust growth in wellness tourism throughout these countries, which is evident in the continued strong growth in wellness tourism trip numbers.

Top Twenty Wellness Tourism Markets, 2015

	Number of Trips (millions)	Direct Employment (millions)	Expenditures (US\$ billions)	Rank in 2015
United States	161.2	1.87	\$202.2	1
Germany	58.5	1.11	\$60.2	2
France	30.6	0.32	\$30.2	3
China	48.2	2.37	\$29.5	4
Japan	37.8	0.18	\$19.8	5
Austria	14.6	0.16	\$15.4	6
Canada	25.3	0.25	\$13.5	7
United Kingdom	20.6	0.18	\$13.0	8
Italy	6.6	0.15	\$12.7	9
Mexico	15.3	0.48	\$12.6	10
Switzerland	9.2	0.10	\$12.2	11
India	38.6	5.32	\$11.8	12
Thailand	9.7	0.50	\$9.4	13
Australia	8.5	0.10	\$8.2	14
Spain	13.6	0.08	\$7.7	15
South Korea	18.0	0.13	\$6.8	16
Indonesia	5.6	0.52	\$5.3	17
Turkey	9.3	0.06	\$4.8	18
Russia	13.5	0.15	\$3.5	19
Brazil	8.6	0.12	\$3.3	20

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips.

Source: Global Wellness Institute

The developing markets in Asia-Pacific, Latin America-Caribbean, Middle East-North Africa, and Sub-Saharan Africa have posted robust growth in wellness tourism trips in recent years, accounting for over half of the increase in global wellness trips since 2013. China is by far the growth leader, adding over 18 million wellness trips (inbound and domestic) from 2013-2015, alongside

strong growth in a number of other developing markets – including India, Mexico, Brazil, Vietnam, Chile, Indonesia, and Argentina. Meanwhile, the developed wellness tourism markets – from the United States and Germany to France and Australia, among others – continue to grow, with wellness tourism steadily growing as a share of their overall inbound and domestic tourism trips.

Leading Growth Markets for Wellness Tourism Trips, 2013-2015

	Number of Wellness Arrivals/Trips Added from 2013-2015 (millions)	Average Annual Growth Rate from 2013-2015
China	18.1	26.6%
United States	12.6	4.1%
Germany	8.3	7.9%
India	6.0	8.8%
France	4.9	9.0%
Australia	4.0	36.7%
Mexico	3.3	13.0%
Russia	3.2	14.4%
Brazil	2.7	21.0%
Austria	2.6	10.0%
South Korea	2.4	7.3%
Spain	2.4	9.9%
Vietnam	2.3	25.3%
Canada	2.2	4.7%
Sweden	2.2	35.0%
Japan	1.8	2.5%
Chile	1.8	26.5%
United Kingdom	1.7	4.4%
Indonesia	1.6	18.7%
Argentina	1.6	29.1%
Greece	1.5	15.0%
Thailand	1.5	8.5%
Malaysia	1.4	17.0%
Romania	1.3	34.4%
Poland	1.2	11.7%

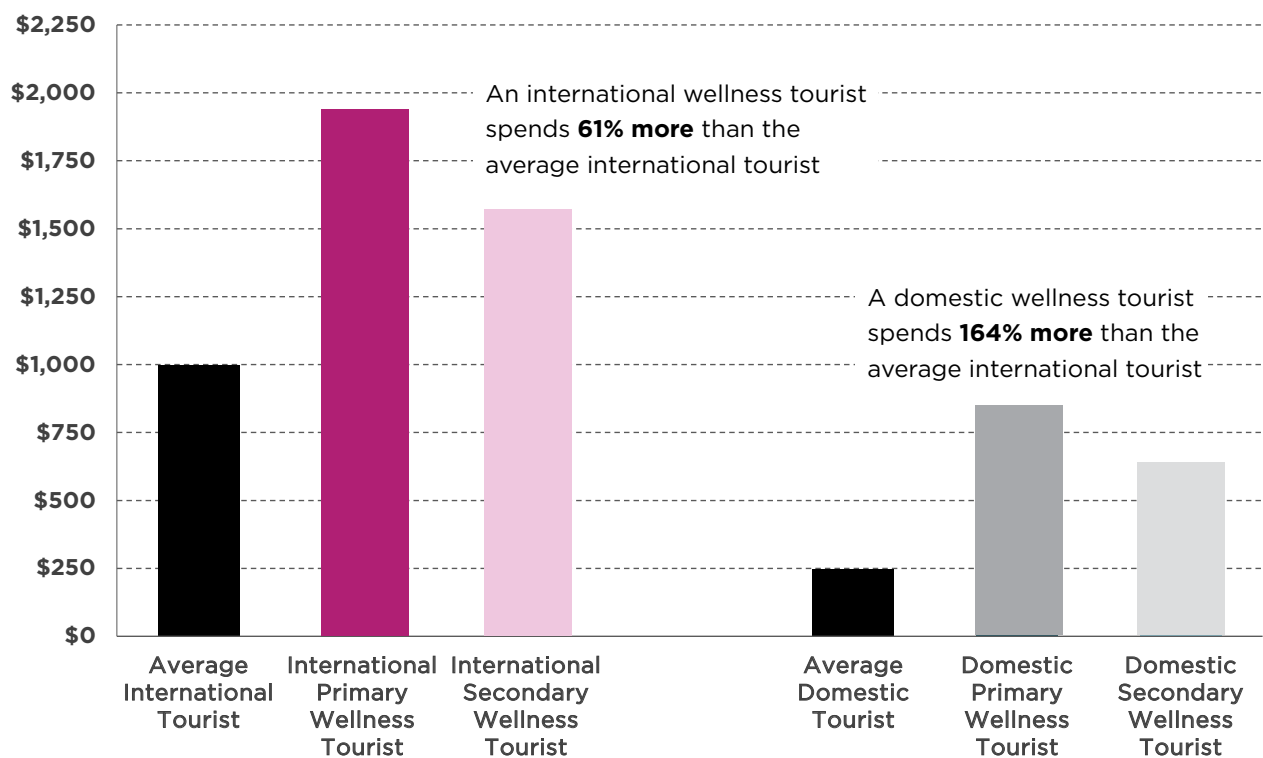
Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Wellness tourism is a high yield sector, benefitting many segments of the economy and bringing far ranging economic impacts.

Wellness tourists tend to have higher disposable incomes, tend to be older and more educated, and typically take longer trips, so their spending patterns are higher than the average tourist. International wellness tourists on average spent

\$1,613 per trip in 2015, 61% more than the typical international tourist. The premium for domestic wellness tourists is even higher, spending an average of \$654 per trip, 164% higher than the typical domestic tourist.

Wellness Tourism Spending Premiums, 2015



Source: All wellness tourism data are estimates by Global Wellness Institute. General global travel and tourism data from Euromonitor International (www.euromonitor.com).

The \$563.2 billion spent by wellness tourists globally is distributed among many segments of the travel and tourism industry, from food and lodging, to activities, excursions, shopping, and other services. Within each segment, some expenditures may include wellness-focused activities (e.g., visiting a spa or a hot spring, or taking a meditation or tai chi class), while other expenditures may be “generic” (such as transportation, general food and lodging, or buying souvenirs). As more consumers

incorporate wellness into their lifestyles, businesses that incorporate wellness into their offerings – such as wellness-branded hotels, restaurants that offer healthy food options, and even airlines and transportation companies that cater to wellness and sustainability-minded consumers – are likely to see increasing market shares. In this sense, even the “generic” portion of wellness tourism spending can become more wellness-specific over time.

Wellness Tourism Industry, 2015





Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute, based upon general global travel and tourism data from Euromonitor International (www.euromonitor.com).

The economic impact of wellness tourism goes far beyond its direct impact of \$563.2 billion expenditures and 17.9 million jobs worldwide. Taking into account the *indirect impacts* of wellness tourism spending (from the purchasing of goods and services by tourism sector

businesses) and the *induced impacts* (from spending by tourism sector employees), we estimate the economy-wide impacts of global wellness tourism to be \$1.6 trillion and 40.8 million jobs in 2015.

Economic Impacts of the Wellness Tourism Industry, 2015

	Wellness Tourism Direct Impact	Indirect & Induced Impact	Wellness Tourism Economy-Wide Impact
Wellness Tourism Expenditures	\$563.2 billion	 \$1.1 trillion	\$1.6 trillion
Employment	17.9 million jobs	 22.8 million jobs	40.8 million jobs

Note: Numbers may not sum to total due to rounding. These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips.

Source: Global Wellness Institute. Travel and tourism multipliers derived from World Travel & Tourism Council.

IV. THERMAL/MINERAL SPRINGS

The thermal/mineral springs industry is positioned for an uptick in investment and growth, as consumers increasingly seek out the healing and relaxing properties of water and nature.

In 2014, we released the first-ever data on the size of the global thermal/mineral springs industry, defining these establishments as **revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of waters with special properties**. Consistent with that definition, we now estimate that there are 27,507 facilities built around thermal/mineral springs in 109 countries. These businesses earned \$51.0 billion in revenues in 2015, up from \$50.0 billion in 2013.

Although the revenue growth from 2013-2015 may appear modest, our research indicates that there is rapidly rising consumer interest in springs-based activities, with most establishments experiencing solid growth in both attendance and revenues. Since Japan and Europe together comprise 63% of industry revenues, the major depreciation of the Japanese Yen, the Euro, and other European currencies against the U.S. dollar has artificially reduced the global growth rate. Note that thermal/mineral springs industry revenues grew by 10.4% annually when measured in Euros (from €37.9b in 2013 to €46.1b in 2015), as compared to a 1.0% annual growth rate in U.S. dollars.¹⁵

The industry's solid growth trajectory, which we project to ramp up over the next 5-10 years, is driven by many factors, including:

- The growing desire of people to reconnect with their heritage and experience the therapeutic and wellness-enhancing properties of what nature has to offer.
- The accessibility of thermal/mineral springs bathing experiences to all ages (children through senior citizens), to people of all fitness levels, at a variety of price points, and to people who may be new or inexperienced with wellness experiences and spas.
- The ease of participating in thermal/mineral springs bathing as a complementary activity to other recreational, cultural, and leisure activities during travel.
- The wide variety of experiences that can be pursued with thermal/mineral springs bathing – social or solitary/meditative; modern or traditional/cultural; and recreational, wellness-enhancing, or therapeutic/curative.

Investors and governments are taking note of these trends, and we estimate that there are at least three dozen new international-scale thermal/mineral springs projects and major refurbishments/renovations slated to open over the next few years, in countries as diverse as Japan, New Zealand, Italy, Latvia, Morocco, Brazil, the United States, and many others. These figures do not include the many smaller, local-level projects that would not be reported internationally, nor do they include the ongoing strong level of investment and new openings in China, with dozens of new hot springs resorts slated to open in the next several years. Many countries are also including thermal/mineral springs as a major pillar in their wellness tourism marketing and development strategies, such as Greece, Turkey, China, Japan, Chile, and Uruguay, among others.

¹⁵ For further explanation of currency conversions, see page 8.

Asia-Pacific and Europe dominate the thermal/mineral springs market.

The thermal/mineral springs industry is heavily concentrated in Asia-Pacific and Europe, reflecting the long history of springs-based activities in many countries across these two regions. Together, Asia-Pacific and Europe account for 96% of industry revenues and 94%

of establishments. Latin America also has a long history of thermal/mineral water bathing and recreation, but the size of the region's industry is a distant third to Asia and Europe (with only 4% of the world's establishments and 2% of revenues).

Thermal/Mineral Springs Facilities and Revenues by Region, 2015

	Number of Establishments		Revenues (US\$ billions)	
	2013	2015	2013	2015
Asia-Pacific	20,298	20,146	\$26.75	\$29.23
Europe	5,035	5,613	*\$21.65	*\$19.74
Latin America-Caribbean	961	1,148	\$0.87	\$1.20
North America	203	237	\$0.49	\$0.57
Middle East-North Africa	315	324	\$0.23	\$0.24
Sub-Saharan Africa	35	39	\$0.05	\$0.06
Total Thermal/Mineral Springs Industry	26,847	27,507	\$50.04	\$51.04

**Note that the decline in revenues for Europe since 2013 is indicative of currency depreciation against the U.S. dollar and not an actual decline in the market. Expressed in Euros, the European market grew from €16.5 billion in 2013 to €17.9 billion in 2015.*

Source: Global Wellness Institute

The concentration of thermal/mineral springs in Asia-Pacific and Europe is reflected in the list of the top 20 countries, which represented 96% of the global market in 2015. China's hot springs resorts and Japan's *onsen* continue to dominate the market, with 55% of global revenues and 71% of all establishments. Japan alone, with its estimated 17,328 *onsen*, is home to nearly two-thirds of all thermal/mineral springs establishments. The remainder of the top markets include a large number of European countries with long-standing historical tradition of using thermal/mineral waters for curative

and therapeutic purposes (often subsidized by government insurance systems, although this practice is declining in many countries), along with the United States; Brazil and Mexico in Latin America; and South Korea, Taiwan, and New Zealand in Asia. The ranked order and list of countries in the top 20 has changed only slightly since 2013, with Brazil and South Korea entering the list (supplanting Taiwan and Romania). A number of European countries have fallen in the rankings due to the effects of U.S. dollar currency appreciation and not actual market decline.

Top Twenty Thermal/Mineral Springs Markets, 2015

	Number of Establishments	Revenues (US\$ billions)	Rank in 2015
China	2,200	\$15,721.6	1
Japan	17,328	\$12,493.4	2
Germany	1,265	\$6,823.7	3
Russia	823	\$3,075.9	4
Italy	760	\$1,674.5	5
Austria	181	\$905.1	6
Turkey	267	\$691.5	7
Hungary	546	\$665.9	8
Spain	247	\$658.8	9
Poland	185	\$620.6	10
France	175	\$582.4	11
Brazil	147	\$526.1	12
Czech Republic	90	\$513.0	13
United States	217	\$487.7	14
Switzerland	71	\$479.6	15
Slovenia	74	\$426.8	16
Slovakia	97	\$371.0	17
Portugal	84	\$308.2	18
Iceland	139	\$301.1	19
South Korea	96	\$293.2	20

Source: Global Wellness Institute

While fewer in number, facilities offering value-added spa services account for two-thirds of industry revenues.

The thermal/mineral springs industry encompasses a wide variety of different types of establishments; some are recreational in nature (e.g., thermal water swimming pools and waterparks), some are medical or therapeutic (e.g., many sanatoria in Europe), and some focus on wellness-enhancing experiences (e.g., *onsen*, thermal spring spas) (see Appendix A for additional definitions). Since many thermal/mineral springs facilities overlap multiple categories, we simply segment the industry into two groups: establishments that offer spa services (e.g., massage, facials, hydrotherapy, other treatments) alongside their bathing offerings, and those that do not.

In most countries, thermal/mineral bathing and swimming establishments tend to have rustic or traditional facilities and relatively low admission fees – these represent the majority of establishments around the world in terms of numbers. However, the establishments that offer value-added spa services tend to be higher end, with more developed facilities and a wider range of offerings. While fewer in numbers, the facilities offering spa services account for a much greater share of industry revenues (63%).

Thermal/Mineral Springs Facilities and Revenues by Type, 2015

	Number of Establishments	Revenues (US\$ billions)	Avg. Annual Revenues per Establishment
With Spa Services	7,172	\$32.1	\$4,479,220
No Spa Services	20,335	\$18.9	\$930,328
Total Thermal/Mineral Springs Industry	27,507	\$51.0	\$1,855,644

Note: The thermal/mineral springs revenue estimates include all revenues earned by these establishments, from bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food and beverage, lodging, and other services.

Revenue figures may not sum to total due to rounding. See Appendix A for additional definitions and descriptions of categories.



Source: Global Wellness Institute

The thermal/mineral springs industry brings significant economic impacts to countries around the world.

The global economic impact of the thermal/mineral springs industry goes beyond its \$50.1 billion in revenues and 1.4 million employees. By including the *indirect* impacts of thermal/mineral springs establishments (from the purchases of goods and services by thermal/mineral springs

businesses) as well as the *induced* impacts (from spending by thermal/mineral springs establishment employees), we estimate the economy-wide impact of thermal/mineral springs to be \$159.0 billion and 3.9 million jobs.

Economic Impacts of the Thermal/Mineral Springs Industry, 2015

	Thermal/Mineral Springs Industry Direct Impact	Indirect & Induced Impact	Thermal/Mineral Springs Industry Economy-Wide Impact
Thermal/Mineral Springs Industry Revenues	\$51 billion	 \$108 billion	\$159 billion
Thermal/Mineral Springs Employment	1.4 million jobs	 2.5 million jobs	3.9 million jobs

Source: Global Wellness Institute

V. WORKPLACE WELLNESS

Unwellness at work is a global epidemic suffered by billions of workers and costing the world's economy 10-15% in output.

The world's 3.2 billion workers spend one-third to one-half of their waking hours at work, and collectively, they are not in a healthy state. As the global workforce ages, workers suffer more chronic disease. They are often stressed, unhappy, and sometimes unsafe at work, and they face significant economic insecurities. The economic burden of unwell workers is enormous, possibly

reaching 10-15% of global economic output when we factor in medical costs and productivity losses caused by chronic diseases, work-related stress, injuries and illness, and widespread disengagement at work. On top of this economic cost, there is unquantifiable human suffering and an unsustainable burden on the healthcare systems around the world.

The world's **3.2 billion** workers are increasingly unwell



Source: Global Wellness Institute Information Source: ILO; WHO; Gallup; Gallup-Healthways; Towers-Watson; Tampere University of Technology/Workplace Safety & Health Institute Singapore/VTI Technical Research Centre of Finland

Workplace wellness is a sizable \$43 billion global market.

As the cost of unwell workers rises, employers are spending more on employee wellness as a means to lower healthcare costs, improve morale and recruitment, raise productivity, and stay competitive in the market. As companies increase their workplace wellness expenditures, it generates many related business opportunities, including a proliferating number of third-party providers that supply services, products, and platforms (e.g., screening assessments, diagnostic tests, incentive programs, wearable devices,

counseling services, etc.) to serve a wide range of employee wellness needs – from exercise, healthy eating, and sleep, to chronic illness, obesity, addiction, depression, and stress. There are now dozens of associations, conferences and events, and research/consulting/training organizations, as well as hundreds of studies and surveys devoted specifically to this sector each year. We estimate that workplace wellness is now a \$43.3 billion global industry.

Workplace Wellness Market Size by Region, 2015

	Number of Workers Covered by Workplace Wellness Programs & Services (millions)	Workplace Wellness Expenditures (US\$ billions)
	2015	2015
North America	89.8	\$16.2
Europe	96.2	\$16.1
Asia-Pacific	92.6	\$8.4
Latin America-Caribbean	14.1	\$1.2
Middle East-North Africa	9.1	\$1.1
Sub-Saharan Africa	3.7	\$0.3
Total Workplace Wellness Industry	305.5	\$43.3

Source: Estimates by the Global Wellness Institute, based upon data from the International Labour Organization, World Bank, and Buck Consultants.

The United States is the world's largest market for workplace wellness spending, estimated at more than \$14 billion. This is not surprising because in the United States, healthcare is typically provided by employers, who have the strongest incentives to reduce escalating healthcare costs while also

improving productivity. Overall, the market for workplace wellness is concentrated in North America, Western Europe, and Asia. Together, the top 20 markets in workplace wellness account for nearly 85% of global activities.

Top Twenty Workplace Wellness Markets, 2015

	Workplace Wellness Expenditures (US\$ billions)	Rank in 2015
United States	\$14.43	1
Japan	\$3.37	2
Germany	\$3.13	3
United Kingdom	\$2.34	4
France	\$2.03	5
Canada	\$1.73	6
Italy	\$1.63	7
South Korea	\$1.35	8
Spain	\$1.29	9
Australia	\$0.98	10
Netherlands	\$0.64	11
Sweden	\$0.61	12
Taiwan	\$0.56	13
China	\$0.41	14
Switzerland	\$0.38	15
Denmark	\$0.35	16
Austria	\$0.35	17
Belgium	\$0.34	18
Norway	\$0.34	19
Finland	\$0.32	20

Source: Estimates by the Global Wellness Institute, based upon data from the International Labour Organization, World Bank, and Buck Consultants.

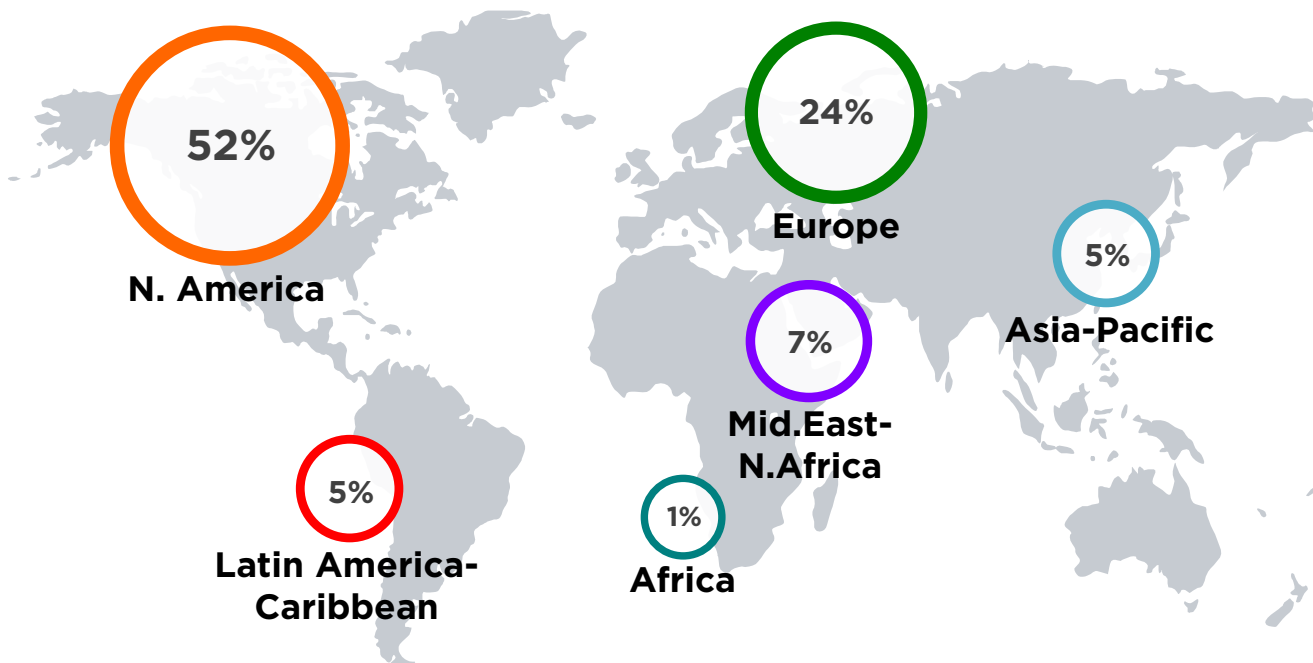
With only a small slice of the global workforce covered by current workplace wellness programs, this market will only grow in the future.

While a current \$43 billion market for workplace wellness sounds significant, it only covers a very small portion of the global workforce – primarily those working in the world’s wealthiest economies or those working for large or multinational companies. These workers typically receive one or more benefits that span a wide range: biometric screenings, health risk assessments, on-site immunizations, health fairs, on-site fitness centers, subsidized exercise classes, healthy foods in

cafeterias/vending machines, group or individual health challenges (e.g., fitness, weight-loss, smoking cessation), wellness coaching, legal or financial counseling, mental health services, and more. We estimate that only about 9.5% of today’s workforce is covered by any kind of workplace wellness programs or services, and these workers remain highly concentrated in North America and Europe.

Access to Workplace Wellness Globally, 2015

Percent of employed workers in each region who have access to workplace wellness programs/services



Only 10% of the world’s workers have access to workplace wellness programs and services

Source: Estimates by the Global Wellness Institute, based upon data from the International Labour Organization, World Bank, and Buck Consultants.

However, the trajectory for employers and employees around the world is clear. From the research that we conducted in 2015, we see the following emerging developments:¹⁶

- As the escalating costs of unwell workers create a strong incentive for companies and governments to reverse this trend, wellness at work will gain momentum as a sustainable movement in the coming 5-10 years.
- Workplace wellness programs as we know them today will be replaced by a culture of health – a more holistic approach to employee health and wellbeing. This approach will be increasingly adopted and expected as the default, not the exception, by employers and employees alike.
- Companies will recognize that doing right by employees is good business, while employees will be empowered to take more responsibility for their own wellness.

In fact, forward-looking and innovative employers and business leaders are starting to recognize that in order to stay competitive, they need to address the multiple dimensions that contribute to employee health, including the physical work environment, employees' personal needs and aspirations, and the social and community aspects of work. The accelerating movement to improve wellness at work in a more holistic way will create opportunities not only for firms that provide workplace wellness programs and services, but also for businesses that design and build healthy workplaces; firms that supply equipment, technologies, and services to design, assess, and improve indoor environments and ergonomics; professionals who can coach and train people on how to become better leaders, managers, and team players; and many additional sectors within the wellness economy such as spa, fitness and mind-body, complementary and alternative medicine, and others.

¹⁶ See The Future of Wellness At Work, Global Wellness Institute, 2016.

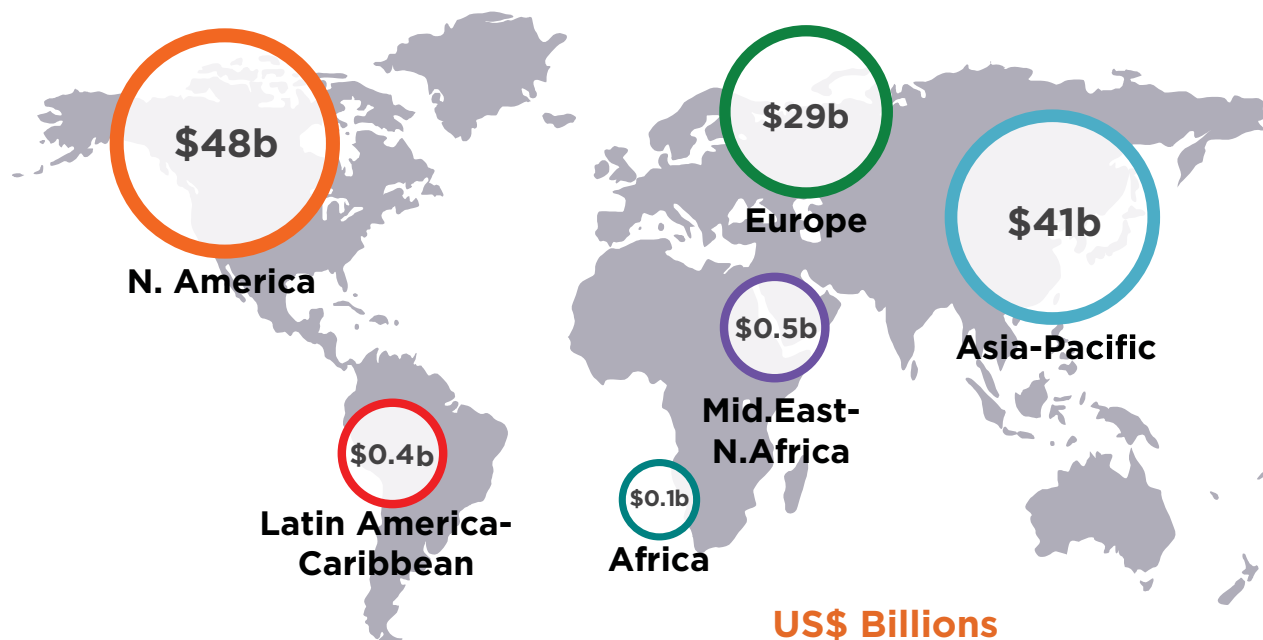
VI. WELLNESS LIFESTYLE REAL ESTATE

Wellness lifestyle real estate is worth nearly \$119 billion and growing rapidly around the world.

We introduced the concept of wellness lifestyle real estate and first estimated its size in the 2014 *Global Spa & Wellness Economy Monitor*. This sector captures the size of the global commercial real estate transactions in the residential, hospitality, and mixed-used categories that we estimate to incorporate wellness elements (i.e., human health, social health, and environmental health) into their design, construction, amenities, services, and/or programming. For 2015, we estimate wellness lifestyle real estate to be a \$118.6 billion market.

As illustrated in the map below, the wellness lifestyle real estate market is heavily concentrated in North America, Asia, and Europe. The underlying forces that drive wellness real estate can differ dramatically across countries and regions. Some countries are facing an aging society while others might have a growing younger population. Countries have different levels of income, health, and environmental conditions and different degrees of urbanization. Some have ample open space for new developments, while others may need to reimagine and redevelop occupied space in urban and suburban areas.

Wellness Lifestyle Real Estate Market, 2015



Source: Global Wellness Institute

The growth of wellness communities will drive wellness real estate sales over the next decade, as more people aspire to live in homes and communities that will enhance their health and wellbeing in a holistic way.

We believe that wellness lifestyle real estate is poised for growth that is faster than the overall real estate sector over the next decade. Our homes are the latest emerging frontier for wellness. A home is the largest investment decision that most people make in their lives. On average, people around the world spend about 20% of their income every year on housing (rent, mortgages, and related home maintenance), translating into \$8.3 trillion of consumer spending in 2015.¹⁷ The \$118.6 billion wellness real estate market that we estimated for 2015 is miniscule and just “the tip of the iceberg” as compared to the global annual commercial property trading volume of \$1.3 trillion.¹⁸ If even a small fraction of consumers begin to shift their preference toward homes and communities that are designed and built with wellness in mind, wellness lifestyle real estate sales will grow exponentially.

There are many signs that the tipping point is here. In recent years, there has been increasing interest from developers and investors in “wellness communities,” and the consumer response to these developments has been enthusiastic. However, there is still a lot of confusion as to what a “wellness community” is, and there are challenges in developing these kinds of communities and in understanding and communicating their benefits.

Explored in a recent white paper by the GWI Wellness Community Initiative, a wellness community is broadly defined as:¹⁹

“...communities and buildings proactively developed with the holistic health of residents, guests, environment – both natural and built – and local community in mind.

These communities take on many different forms including destination spas; hotels and wellness retreats with residential components; master-planned communities; existing or new neighborhoods; and apartment complexes where individuals may work, live, and/or play.”

Because of the vast potential of wellness lifestyle real estate – not only as an industry poised for expansion, but also for wellness communities to serve as a broader vehicle for enhancing human, community, and planetary health – the Global Wellness Institute is currently supporting a year-long research study that will define what wellness communities are and what needs they serve; elaborate measurements of their quantitative and qualitative benefits; and highlight innovative examples around the world. The study findings will be published in late 2017.

¹⁷ Euromonitor International. www.euromonitor.com.

¹⁸ Cushman & Wakefield, *Atlas Outlook 2016*, <http://www.cushmanwakefield.com/en/research-and-insight/2016/atlas-outlook-2016/>.

¹⁹ See GWI *Wellness Communities Initiative White Paper*, https://static1.squarespace.com/static/54306a8ee4b07ea66ea32cc0/t/57cf4632beba38f70b4c75/1473201715094/GWI+Wellness+Communities_WhitePaper_September+2016+Edition.pdf.

VII. REGIONAL HIGHLIGHTS

Asia-Pacific Highlights (2015)



Spa Industry

Number of Spas: 38,819 (9% CAGR from 2013-2015)
Spa Revenues: \$21.4 billion (7% CAGR from 2013-2015)
Spa Employment: 722,588 (8% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 193.9 million (13% CAGR from 2013-2015)
Wellness Tourism Expenditure: \$111.2 billion (15% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Estab.: 20,146 (-0.4% CAGR from 2013-2015)²⁰
Thermal/Mineral Springs Estab. Revenues: \$29.2 billion (5% CAGR from 2013-2015)
Thermal/Mineral Springs Establishment Employment: 901,509



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services:
92.6 million (5% of employed workers)
Expenditures on Workplace Wellness: \$8.4 billion



Wellness Real Estate

Wellness Real Estate Market: \$40.7 billion

²⁰ The number of establishments in Asia-Pacific decreased because of a decrease in the number of onsen operating in Japan from 2013-2015 (although revenues earned by Japan's onsen still increased over this time period).

Top Ten Spa Industry Markets in Asia-Pacific, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
China	12,595	\$7,094.3	288,368
Japan	7,069	\$5,079.8	115,515
South Korea	2,966	\$1,482.7	38,971
India	4,734	\$1,461.8	55,862
Thailand	2,304	\$1,007.0	70,897
Indonesia	2,070	\$922.9	60,682
Australia	1,162	\$791.5	12,208
Hong Kong	739	\$677.0	12,431
Taiwan	886	\$499.7	11,789
Singapore	740	\$452.4	8,287

Source: Global Wellness Institute

Top Ten Wellness Tourism Markets in Asia-Pacific, 2015

	Number of Trips (millions)	Receipts/Expenditures (US\$ millions)
China	48.2	\$29,465.4
Japan	37.8	\$19,837.4
India	38.6	\$11,782.4
Thailand	9.7	\$9,417.2
Australia	8.5	\$8,159.2
South Korea	18.0	\$6,831.9
Indonesia	5.6	\$5,334.3
Malaysia	5.0	\$3,118.9
Vietnam	6.4	\$2,887.3
Hong Kong	1.8	\$2,309.0

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Top Ten Thermal/Mineral Springs Markets in Asia-Pacific, 2015

	Number of Establishments	Revenues (US\$ millions)
China	2,200	\$15,721.6
Japan	17,328	\$12,493.4
South Korea	96	\$293.2
Taiwan	125	\$291.3
New Zealand	117	\$261.9
Australia	23	\$54.2
Philippines	58	\$41.0
Thailand	47	\$15.3
Vietnam	24	\$12.7
Malaysia	25	\$11.9

Source: Global Wellness Institute

Asia-Pacific Developments

- Asia-Pacific has the largest number of spas among all regions, and the region also saw the greatest increase in spa revenues (in numerical terms) since 2013. Asia's spa industry has experienced steady growth, driven by ongoing hotel and resort developments in popular destinations, as well as new businesses and chains that cater to mid-income consumers – especially in secondary and third-tier cities in the emerging markets such as China and India. All across the Asia-Pacific region, spa-going is no longer viewed as just a luxury pampering activity for the wealthy, but increasingly as a necessity for health maintenance and overall wellbeing. As people turn to body work to relieve stress and chronic pain, the business and professional class – both male and female – are taking up treatments to help maintain vitality and a youthful appearance.
- In countries with a long history of wellness therapies and traditions, there continues to be a separation of where local and foreign customers go to seek these kinds of treatments. While foreign visitors to China or India are often eager to receive a reflexology treatment or an Ayurveda massage in a branded, international-style hotel spa, local customers, even well-heeled ones, are more likely to go to local or traditional centers/clinics that specialize in these treatments.
- Wellness tourism is gaining momentum across Asia, fueled by rising interest in a variety of wellness offerings, from local healing traditions to hot springs bathing, and from full-immersion spa experiences to traditional hotel spa packages. Destination spas and resort spas, which are a mainstay in Southeast Asia, continue to grow, catering to a growing base of wellness travelers, many of whom are executives seeking to relieve stress and improve their health.

- Chinese tourism – both domestic and outbound – has been a driver of Asian tourism growth, especially in Hong Kong, Taiwan, Japan, Korea, Thailand, and Singapore. The appetite for wellness tourism among Chinese consumers is huge, but the current infrastructure for delivering wellness travel services and experiences in China at an international standard is limited. Given China’s wellness tourism assets – from TCM and herbal medicine to energy work and martial arts – there is enormous potential for the country to become a wellness tourism destination for both domestic and international travelers over the long-term. Other countries across the region are also positioning themselves to capture a growing share of wellness tourism by leveraging their unique offerings, such as Ayurveda and yoga in India; beauty, skincare, and *jjimjilbang* (public bath houses) in Korea; and *onsen* in Japan.
- Thermal/mineral springs establishments are growing in East Asia, even as they are evolving to meet the needs of foreign visitors and younger consumers. Japan, Korea, and Taiwan have long-standing bathing cultures that are closely tied to a sense of personal wellness. In Japan, large modernized bathhouses – the *super sento* – are popular with local customers, while tourists prefer hotels with *onsen* to combine travel with a modern bathing experience. Japan is focusing on its hot springs in preparation for the 2020 Olympics, with investors building new high-end bathing facilities and hotel/resort developments with *onsen* right in the center of Tokyo. Other countries in the region focusing on their hot springs include New Zealand, Australia, and Philippines (with some major new investments on the horizon), Taiwan (heavily marketing hot springs to tourists), and Thailand (discussing development of “Thai spa towns” around hot springs).
- Meanwhile, the resurgence of Chinese consumer interest in leisure bathing has led to continued investment in hot springs resorts; however, as the economy has cooled, the focus is shifting from rapid building toward a higher level of quality and services. Seeking to raise standards to the European level, China has introduced a star rating system for hot springs resorts and a set of quality standards for “hot springs towns.” Resorts are developing more offerings for families and social groups, and are looking beyond the leisure/recreation model to develop more health and wellness offerings, including the integration of TCM with hot spring bathing – supported by the development of the first Research Centre on Integrated Thermal Medicine in China (announced in 2014).
- The portion of workers that benefit from workplace wellness is rather small in Asia-Pacific, estimated at only 5%. These workers mostly work for multinational corporations and in the knowledge-intensive industries (finance, consulting, high-tech, etc.). Workplace wellness needs are vastly different across countries – for example, high stress levels in the developed economies (e.g., Japan, South Korea, Taiwan, Hong Kong, Singapore); the increasingly sedentary lifestyles and rising chronic disease rates in the middle-income countries (e.g., Malaysia, Thailand, Philippines); and poor working conditions and workplace safety in the emerging markets (e.g., China, Vietnam, Bangladesh). Overall, escalating health care costs and the need to recruit, retain, and motivate knowledge workers all point to the trend of greater spending on workplace wellness over the next 5-10 years.

Europe Highlights (2015)



Spa Industry

Number of Spas: 37,420 (8% CAGR from 2013-2015)

Spa Revenues: \$27.5 billion (-4% CAGR from 2013-2015)²¹

Spa Employment: 745,584 (5% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 249.9 million (8% CAGR from 2013-2015)

Wellness Tourism Expenditures: \$193.4 billion (4% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Estab.: 5,612 (6% CAGR from 2013-2015)

Thermal/Mineral Springs Estab. Revenues: \$19.7 billion (-5% CAGR from 2013-2015)²²

Thermal/Mineral Springs Establishment Employment: 416,705



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services:

96.2 million (24% of employed workers)

Expenditures on Workplace Wellness: \$16.1 billion



Wellness Real Estate

Wellness Real Estate Market: \$29.0 billion

²¹ Note that the decline in US\$ revenues for Europe from 2013-2015 is indicative of currency depreciation against the U.S. dollar and not an actual decline in the market. Expressed in Euros, the European market grew from €22.7 billion in 2013 to €24.9 billion in 2015, an average annual growth rate of +5%.

²² Note that the decline in US\$ revenues for Europe from 2013-2015 is indicative of currency depreciation against the U.S. dollar and not an actual decline in the market. Expressed in Euros, the European market grew from €16.5 billion in 2013 to €17.9 billion in 2015, an average annual growth rate of +4%.

Top Ten Spa Industry Markets in Europe, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
Germany	6,488	\$5,948.9	143,134
France	4,011	\$2,956.3	77,297
United Kingdom	3,185	\$2,753.7	55,342
Italy	3,023	\$2,457.9	66,441
Russia	3,010	\$1,908.6	105,461
Spain	2,672	\$1,903.4	48,756
Austria	1,354	\$1,597.3	30,477
Switzerland	783	\$1,152.4	19,438
Poland	1,209	\$635.3	20,574
Netherlands	768	\$551.3	13,363

Source: Global Wellness Institute

Top Ten Wellness Tourism Markets in Europe, 2015

	Number of Trips (millions)	Receipts/Expenditures (US\$ millions)
Germany	58.5	\$60,229.7
France	30.6	\$30,216.6
Austria	14.6	\$15,409.3
United Kingdom	20.6	\$13,012.4
Italy	6.6	\$12,731.8
Switzerland	9.2	\$12,185.4
Spain	13.6	\$7,695.7
Turkey	9.3	\$4,818.4
Russia	13.5	\$3,546.9
Sweden	4.9	\$3,149.9

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Top Ten Thermal/Mineral Springs Markets in Europe, 2015

	Number of Establishments	Revenues (US\$ millions)
Germany	1,265	\$6,823.7
Russia	823	\$3,075.9
Italy	760	\$1,674.5
Austria	181	\$905.1
Turkey	267	\$691.5
Hungary	546	\$665.9
Spain	247	\$658.8
Poland	185	\$620.6
France	175	\$582.4
Czech Republic	90	\$513.0

Source: Global Wellness Institute

Europe Developments

- The rising number of spas in the region reflects an underlying trend of an expanding customer base, with more businesses identifying themselves as spas and more mid-tier hotels adding spa/wellness facilities and services (even on a small scale). Even as the day/salon spa market stagnated in a few countries where economic conditions were weak, more middle-income consumers are seeking wellness and businesses are ready to meet those needs at different price ranges. More and more establishments have emerged to provide specialized wellness services and treatments, from massage, facials, and reflexology to reiki, flotation tanks, and so on. While one can argue whether customers consider these establishments to be “spas” or not, they are certainly competing directly with traditional spas in multiple service categories. On the other hand, many spas are also adding expanded wellness offerings to attract and retain customers (e.g., yoga, mindfulness classes, energy work, etc.), bringing themselves into competition with a set of new rivals in fitness and other sectors.
- As more middle-income consumers incorporate wellness activities and lifestyles into their travels – e.g., massages, healthy food, being in nature, etc. – more European hospitality establishments in the three- to four-star range are prepared to meet those needs. On the higher end, increased awareness of the benefits of preventive health and stress reduction among the well-heeled and sophisticated customers has ensured a steady stream of primary wellness travelers to spas and wellness destinations across the European continent. There is growing demand for trips that are built around a specific

wellness activity such as meditation or yoga retreats. Wellness-themed getaways and short vacations are also on the rise – not only for couples and girlfriends, but increasingly for families. Resorts that cater to the dual trend of wellness and short getaways, such as Center Parcs and its Aqua Sana Spa, are gaining popularity in Western Europe.

- Mobile technologies have enabled increasingly full and hectic lives for consumers, but have also brought new opportunities. The hurried lifestyles of Europeans and the growing need to take a few hours off to de-stress have increased demand for short spa breaks – either alone or with friends. Some have predicted a rising demand for sanctuaries or social spaces where customers can do their own circuit of jets, contrast bathing, scented steam baths and saunas, and relaxation, as well as body treatments.
- As Europeans develop higher expectations of having their needs met on-demand, especially among the Millennial generation, new business models are emerging to match the supply and demand for spa services on a real-time basis using mobile technologies (e.g., Urban Massage in the U.K.). New technologies, along with the expansion of the “sharing economy” in Europe, will open new opportunities – as well as competition – for bricks-and-mortar establishments.
- Throughout Europe, there is also renewed interest in locally-based, traditional treatments – from hay baths, sauna aufguss, and “healing through wood” in Austria to everything related to *banya* in Russia (*banya* events, festivals, schools). Both local and foreign customers are seeking out treatments and experiences that are tied to the natural environment and the local culture and heritage, as well as natural products. This trend, coupled with Europe’s extensive historic wellness traditions and vast thermal/mineral springs resources, provides a strong base to expand wellness tourism in many European destinations.
- Across dozens of countries in Central, Southern, and Eastern Europe, traditional thermal/mineral-water based treatments and other natural therapies (mud baths, climatology, etc.) are offered at extensive networks of historic health resorts and sanatoria, which typically focus on medical/curative services reimbursed by national insurance systems, and as such, tend to serve an older clientele. As government budgets for such services decline, private investments are being made throughout Europe to refurbish these traditional health resorts in an effort to appeal to customers who are younger; are self-funded (instead of paying via state insurance); and are seeking more diverse offerings, a higher service level, and a more spa-like or social atmosphere.
- Many regions in Europe are pursuing new marketing and development initiatives around their thermal/mineral springs for tourism and economic development purposes. For example, a pilot initiative in the Auvergne region of France is developing traditional, medical-oriented thermal towns into “stations de plein santé,” which will provide a wider range of wellness and complementary tourism offerings in order to attract more leisure/wellness-oriented visitors, extend the tourism season, and promote regional development. Greece and Turkey, among other countries, have placed their hot springs at the center of their tourism development and promotion efforts, seeking investments to modernize and upgrade thermal offerings. Meanwhile, an eight-country partnership is promoting the “Roman Thermal Spas of Europe” by marketing historic spa towns from Portugal to Hungary to Bulgaria and by developing thermal tourism packages.
- The rise of Russian spa-goers over the past decade has fueled the rapid growth of spas across Russia, as well as those in Central and Eastern Europe that cater to Russian tourists. In recent years, a weaker currency has led to fewer international trips by Russians. However, the desire to travel is not abated; Russians

simply traveled more within Russia and retained their tourism spending closer to home.

- We estimate that 24% of European workers are covered by workplace wellness benefits and services through their employers. Because health care is mostly provided by the public sector in European countries, governments have an incentive to improve the overall health and wellness of the workforce. Since 1996, the European Commission has

established a holistic framework to advance “workplace health promotion,” recognizing that the workplace represents an important sphere for improving public health against the trends of aging and rising healthcare costs. Private employers are also starting to pay attention to the stress levels of their employees, as globalized work teams and a 24/7 work culture have become more prevalent in the region.

North America Highlights (2015)



Spa Industry

Number of Spas: 28,306 (3% CAGR from 2013-2015)

Spa Revenues: \$20.6 billion (6% CAGR from 2013-2015)

Spa Employment: 424,174 (3% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 186.5 million (4% CAGR from 2013-2015)

Wellness Tourism Expenditures: \$215.7 billion (5% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Estab.: 237 (8% CAGR from 2013-2015)

Thermal/Mineral Springs Estab. Revenues: \$0.6 billion (8% CAGR from 2013-2015)

Thermal/Mineral Springs Establishment Employment: 8,455



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services:
89.8 million (52% of employed workers)

Expenditures on Workplace Wellness: \$16.2 billion



Wellness Real Estate

Wellness Real Estate Market: \$47.9 billion

Spa Industry Markets in North America, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
United States	24,421	\$18,671.6	378,783
Canada	3,885	\$1,905.1	45,390

Source: Global Wellness Institute

Wellness Tourism Markets in North America, 2015

	Number of Trips (millions)	Receipts/Expenditures (US\$ millions)
United States	161.2	\$202,232.7
Canada	25.3	\$13,469.7

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Thermal/Mineral Springs Markets in North America, 2015

	Number of Establishments	Revenues (US\$ millions)
United States	217	\$487.7
Canada	20	\$86.9

Source: Global Wellness Institute

North America Developments

- The North American spa industry is growing at a healthy pace, aided by steady economic recovery and increased consumer interest in everything related to a wellness lifestyle. Fast-growing franchises such as Massage Envy, Elements Massage, and Hand & Stone have popularized mid-priced spa treatments and increased their accessibility in suburban neighborhoods. Their monthly membership model is also promoting spa-going as a regular occurrence – that consumers deserve it and should treat it as a constant budget item. On the other hand, hotel and resort spas have increasingly opened themselves to the public, and some are creating a community/club atmosphere akin to fitness gyms. Meanwhile, the proliferation of specialized neighborhood establishments, such as reflexology centers and massage clinics, as well as their aggressive promotion through social media and package discounting, have held down prices in the lower-priced segments of the industry.
- The rise of on-demand massage services, pioneered by startups such as Zeel and Soothe, is often viewed as the latest industry disruptor. Sometimes described as the “Uber of massages,” these companies pose new competitive pressures for traditional spas, but are also expanding the spa market by filling a gap – i.e., providing high-quality massages that customers want on short-notice, at their homes/offices, or at hours when spas are typically not open – and by addressing some of the rigidities in the spa therapist labor market.
- Wellness tourism continues to grow in North America, as more consumers look to travel as a break from their stressful lifestyles and an opportunity to focus on their wellness. According to the State of Wellness Travel Report (Spafinder Wellness 360™), the fastest-growing U.S. destinations for wellness-driven bookings are the West Coast, Southwest, and Hawaii. Meanwhile, there is robust demand from the major population centers in the Northeast, including the “snowbirds” who winter in the warmer Southeastern and Southwestern states.
- Airports and hotels are also aiming to serve wellness travelers. Quiet rooms for yoga and meditation (Chicago O’Hare and San Francisco) and indoor fitness trails (Phoenix) are examples of some of the newest amenities being created in airports. Dozens of spas are now serving harried travelers in major U.S. and Canadian airports, providing massages, facials, reflexology, and other services in 15-minute intervals. Among hotels, major brands such as Westin, Even, Hilton, Fairmont, and others are marketing sleep-friendly room features, healthy food options, in-room fitness equipment, yoga classes, on-demand exercise videos, bike rentals, and more to help travelers maintain their wellness routines while on the road. This trend is expected to continue and accelerate in the years to come.
- Thermal/mineral springs establishments in North America tend to be historic, fairly rustic, and small bathing- and swimming-focused facilities, sometimes with complementary massage treatments and other services. Most are located in the thermal resource-rich Western and Southwestern United States and Western Canada. Growing consumer interest in hot spring bathing – who see it as an accessible and affordable way to relax and de-stress in nature – is reflected in the steady growth in visitors and revenues at these establishments. Business owners and investors

are taking note, and many historic hot springs facilities are undertaking major renovations and expansions to serve the growing demand. A new world-class hot springs day-use establishment, Iron Mountain Hot Springs, opened in Glenwood Springs, Colorado in 2015; two major hot spring resort renovations/expansions are underway in California (at Two Bunch Palms and Glen Ivy Hot Springs); and a couple of other major developments are in the planning stages in California.

- With 52% of employees covered by some sort of workplace wellness benefit, North America is the world's largest market for workplace wellness, estimated at \$16.2 billion in the region. Because medical care in the United States is primarily paid for by employer-sponsored health insurance, U.S. employers have a great incentive to mitigate the health conditions of their unwell workforces and have been pioneers of

developing workplace wellness programs. With the rise in digital health and wearable technologies, U.S. employers are often the first to incorporate these innovations into their workplace wellness offerings. Over the last decade, the scope of workplace wellness has gradually expanded from physical health to a more holistic approach that includes mental health, stress management, and even financial wellness. In fact, the most progressive U.S. companies are going much further to create a culture of health and wellbeing, incorporating features such as a healthy built environment and workplace design, innovative management and work structures, flexible and remote work, unlimited vacation time, expanded maternity/paternity leave, comprehensive minimum pay increases, and company-sponsored community service, etc., which aim to improve employees' engagement, work-life balance, and overall satisfaction and happiness at work.

Latin America-Caribbean Highlights (2015)



Spa Industry

Number of Spas: 10,269 (7% CAGR from 2013-2015)

Spa Revenues: \$4.9 billion (2% CAGR from 2013-2015)

Spa Employment: 164,909 (8% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 46.8 million (15% CAGR from 2013-2015)

Wellness Tourism Expenditures: \$30.4 billion (8% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Estab.: 1,148 (9% CAGR from 2013-2015)

Thermal/Mineral Springs Estab. Revenues: \$1.2 billion (18% CAGR from 2013-2015)

Thermal/Mineral Springs Establishment Employment: 43,533



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services:
14.1 million (5% of employed workers)

Expenditures on Workplace Wellness: \$1.2 billion



Wellness Real Estate

Wellness Real Estate Market: \$0.4 billion

Top Ten Spa Industry Markets in Latin America-Caribbean, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
Mexico	3,099	\$1,484.0	51,530
Argentina	1,990	\$611.7	25,744
Brazil	1,567	\$573.9	22,653
Costa Rica	272	\$313.6	6,499
Colombia	599	\$235.5	9,406
Chile	307	\$172.0	5,054
Ecuador	182	\$135.8	3,337
Uruguay	136	\$119.0	3,148
Peru	167	\$101.8	2,842
Puerto Rico	112	\$97.8	1,659

Source: Global Wellness Institute

Top Ten Wellness Tourism Markets in Latin America-Caribbean, 2015

	Number of Trips (millions)	Receipts/Expenditures (US\$ millions)
Mexico	15.3	\$12,634.3
Brazil	8.6	\$3,260.8
Argentina	3.9	\$1,937.6
Chile	4.7	\$1,511.1
Dominican Republic	0.9	\$1,085.4
Costa Rica	0.8	\$1,058.4
Ecuador	0.8	\$780.0
Peru	1.4	\$739.3
Colombia	1.4	\$681.7
Jamaica	0.6	\$653.7

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Top Ten Thermal/Mineral Springs Markets in Latin America-Caribbean, 2015

	Number of Establishments	Revenues (US\$ millions)
Brazil	147	\$526.1
Mexico	576	\$208.9
Argentina	103	\$132.0
Costa Rica	38	\$125.6
Chile	78	\$82.1
Uruguay	23	\$48.1
Peru	41	\$30.6
Colombia	31	\$14.1
Ecuador	19	\$9.9
Guatemala	9	\$6.1

Source: Global Wellness Institute

Latin America-Caribbean Developments

- Steady spa market growth in Latin America and the Caribbean reflects the underlying economic conditions and travel trends in the region. In Mexico, the largest country market, there is a surge in consumer interest in all things related to health and wellness, from organic food to fitness clubs to spa-going. In the Caribbean countries, the spa market is driven by tourism and is dominated by hotel and resort spas. Robust tourism growth and favorable economic conditions have stimulated investments in both urban spas, hotel spas, and resorts in Mexico and the Caribbean.
- South America's markets have a strong tradition of delivering beauty treatments in small, neighborhood salons and esthetic clinics. Many consumers do not consider these establishments to be "spas," although some businesses are adding body treatments to their menus, thereby blurring the distinction between salons/esthetic clinics and spas. The term "spa" in South America is usually associated with "stay spas," focusing on weight loss, fasting/cleansing, healthy foods, and exercise/physical activities. Due to declining economic conditions and currency depreciation in several oil-producing nations (Brazil, Venezuela, and Colombia), their spa markets experienced some shrinkage.
- Wellness tourism in the South American countries is led by two segments: visitors who seek rest and relaxation in resorts and those who combine wellness with the experience of nature, biodiversity, adventure, active vacations, and ecotourism. North

America remains the top source market for international wellness travelers to this region. While currency depreciation has dampened opportunities for international travel for some South American consumers, many have simply replaced U.S. and European cities with destinations and resorts in their home countries or within South America; therefore, intra-South American wellness tourism is also on the rise.

- The rich thermal water resources across this region are garnering increasing attention from governments as opportunities for both domestic and international wellness tourism development. Most of the thermal facilities in Latin American countries are traditional/historic bathing and swimming establishments (e.g., *balnearios* and *baños termales*), along with modern/themed thermal waterparks. They are primarily recreational in nature, and very few have complementary wellness offerings. These facilities are highly popular among local/regional tourists, but standards are not typically up to an international caliber. Major world-class thermal resort and waterpark developments have recently opened and/or are under development in many countries, from Brazil and Uruguay to Costa Rica, while Chile has been working on developing a certification system for its hot springs to raise these facilities' standards to an international level.
- Because of the region's rich natural offerings (biodiversity, beaches/coastlines, mountains, thermal resources, etc.), combined with its history and culture, there are tremendous opportunities for differentiation among Latin American and Caribbean destinations, each according to its unique, indigenous and natural characteristics. An expanding middle class consumer base, their rising consciousness in health and wellness, and their propensity for intra-regional travel will continue to drive the growth of the wellness economy in Latin America and the Caribbean.
- Workplace wellness is a relatively small market in the region, covering no more than 5% of the workforce. While chronic diseases associated with sedentary lifestyles, stress, and unhealthy eating are now garnering public attention in countries such as Mexico and Brazil, the importance of bringing wellness into the workplace is still a relatively new concept in the region. Employees who have access to wellness benefits are mainly those working for multinationals and the largest employers in the region. Meanwhile, wellness for workers in the agricultural, manufacturing, and informal sectors needs to be addressed in the spheres of working conditions and fair labor practices.

Middle East-North Africa Highlights (2015)



Spa Industry

Number of Spas: 4,465 (7% CAGR from 2013-2015)

Spa Revenues: \$2.1 billion (10% CAGR from 2013-2015)

Spa Employment: 63,982 (6% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 8.5 million (10% CAGR from 2013-2015)

Wellness Tourism Expenditures: \$8.3 billion (6% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Estab.: 324 (1% CAGR from 2013-2015)

Thermal/Mineral Springs Estab. Revenues: \$0.2 billion (2% CAGR from 2013-2015)

Thermal/Mineral Springs Establishment Employment: 15,023



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services:
9.1 million (7% of employed workers)

Expenditures on Workplace Wellness: \$1.1 billion



Wellness Real Estate

Wellness Real Estate Market: \$0.5 billion

Top Ten Spa Industry Markets in Middle East-North Africa, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
United Arab Emirates	687	\$741.9	20,606
Saudi Arabia	352	\$254.8	6,352
Morocco	1,785	\$244.3	13,701
Israel	375	\$221.6	5,144
Kuwait	101	\$100.7	2,269
Bahrain	65	\$94.4	1,849
Qatar	71	\$89.1	1,906
Oman	62	\$85.1	1,362
Tunisia	196	\$76.0	2,700
Egypt	362	\$67.5	3,061

Source: Global Wellness Institute

Top Ten Wellness Tourism Markets in Middle East-North Africa, 2015

	Number of Trips (millions)	Receipts/Expenditures (US\$ millions)
United Arab Emirates	1.7	\$2,721.8
Morocco	2.5	\$1,552.6
Israel	0.9	\$1,066.9
Jordan	0.4	\$437.5
Saudi Arabia	0.4	\$337.1
Tunisia	0.5	\$321.7
Bahrain	0.3	\$312.5
Iran	0.5	\$310.9
Egypt	0.4	\$307.5
Oman	0.2	\$303.8

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Top Six Thermal/Mineral Springs Markets in Middle East-North Africa, 2015

	Number of Establishments	Revenues (US\$ millions)
Tunisia	74	\$67.4
Israel	6	\$62.4
Algeria	166	\$36.7
Iran	46	\$29.4
Jordan	4	\$15.3
Morocco	11	\$13.4

Source: Global Wellness Institute

Middle East-North Africa Developments

- The region's spa market reflects the latest developments in its economic, demographic, and security situations, as well as broader global economic and lifestyle trends. Spas, which have long been associated with beauty and pampering in this region, are gaining ground with professional and middle class consumers who are living increasingly hectic, yet sedentary lifestyles. Overall, consumers are becoming more aware of the risks of stress and chronic diseases, and are increasingly turning to sports clubs, spas, and healthy foods to maintain good health and prevent diseases.
- In the hotel and resort spa markets, UAE and Qatar have benefitted from significant investments in new hotels and resort properties, from both international and regional brands, in anticipation of Expo 2020 and the FIFA World Cup 2022. Meanwhile, factors such as lower oil prices, currency depreciation, and economic slowdowns in key tourism source countries such as Saudi Arabia, Russia, and China have slowed the brisk pace of growth that was experienced across the region a few years earlier.
- Wellness tourism in this region is dominated by secondary wellness travelers – those who are keen to incorporate wellness into their routines while traveling in the region for business or leisure. Visitors have come to expect extensive spa and fitness facilities in both city and resort hotels in the Middle East. However, inbound tourist arrivals have been dampened by the unstable political situations and security threats in many countries over the past two years, affecting key destinations such as Egypt, Israel, Jordan, Morocco, and Tunisia.
- Thermal/mineral springs are an underdeveloped sector that offers significant potential in the region. Tunisia, Morocco, Algeria, and Iran all have extensive natural thermal resources that are now mostly used by the local population without major hospitality infrastructure to support them. Natural thermal water bathing, paired with the region's *hammam*/Turkish baths tradition that is already gaining interest among international consumers, provide a strong base for building a Middle Eastern brand of wellness tourism. In recent years, Morocco, Algeria, and Tunisia

have all started investing in thermal facility development and modernization projects as part of their national tourism development and diversification strategies.

- Countries in the region regard tourism as an important economic sector – from well-established destinations such as UAE, Egypt, Israel, Jordan, and Morocco to emerging destinations such as Saudi Arabia and Oman, where governments have begun to recognize tourism as a sector that offers both economic and job creation potential. In particular, there are opportunities to develop the kinds of spa and wellness facilities/offerings that will cater to the region’s local population and their cultural and religious sensitivities. The Gulf countries are also making health and wellness a major national priority, as incidences of chronic disease rise with changes in lifestyles and eating habits. These trends all point to

increasing demand for wellness services and wellness tourism in the future.

- We estimate that only 7% of workers in this region benefit from some form of workplace wellness programs or services, most of whom work in multinational companies and the knowledge intensive sectors. The concept of workplace wellness is slowly gaining interest in the rapidly growing Gulf countries such as Saudi Arabia, Qatar, and UAE, where obesity and chronic disease are on the rise. However, we should note that for the large populations of guest workers in this region – who perform the bulk of the work in the construction, transportation, and services industries in the Gulf countries – workplace wellness would be less about healthy eating habits or stress management and would rather start with raising the standard of working conditions and workplace safety.

Sub-Saharan Africa Highlights (2015)



Spa Industry

Number of Spas: 2,317 (23% CAGR from 2013-2015)
Spa Revenues: \$1.1 billion (18% CAGR from 2013-2015)
Spa Employment: 28,911 (18% CAGR from 2013-2015)



Wellness Tourism

Number of Wellness Trips: 5.4 million (13% CAGR from 2013-2015)
Wellness Tourism Expenditures: \$4.2 billion (14% CAGR from 2013-2015)



Thermal/Mineral Springs

Number of Thermal/Mineral Springs Estab.: 39 (6% CAGR from 2013-2015)
Thermal/Mineral Springs Estab. Revenues: \$0.06 billion (7% CAGR from 2013-2015)
Thermal/Mineral Springs Establishment Employment: 868



Workplace Wellness

Number of Workers with Access to Workplace Wellness Programs & Services: 3.7 million (1% of employed workers)
Expenditures on Workplace Wellness: \$0.3 billion



Wellness Real Estate

Wellness Real Estate Market: \$0.1 billion

Top Ten Spa Industry Markets in Sub-Saharan Africa, 2015

	Number of Spas	Spa Revenues (US\$ millions)	Spa Employment
South Africa	756	\$573.6	15,578
Kenya	166	\$88.2	1,747
Seychelles	56	\$76.7	798
Nigeria	223	\$53.3	1,689
Tanzania	119	\$52.5	1,048
Mauritius	105	\$48.2	1,134
Uganda	70	\$21.6	503
Namibia	57	\$21.0	760
Botswana	51	\$20.1	707
Ghana	86	\$18.1	628

Source: Global Wellness Institute

Top Ten Wellness Tourism Markets in Sub-Saharan Africa, 2015

	Number of Trips (millions)	Receipts/Expenditures (US\$ millions)
South Africa	3.0	\$1,989.2
Kenya	0.3	\$389.6
Mauritius	0.2	\$313.9
Tanzania	0.2	\$253.7
Seychelles	0.1	\$251.6
Nigeria	0.1	\$130.6
Uganda	0.1	\$97.9
Botswana	0.2	\$77.5
Zimbabwe	0.1	\$65.2
Cape Verde	0.04	\$62.9

Note: These figures combine both international/inbound and domestic wellness tourism spending, and also include both primary and secondary wellness trips. Source: Global Wellness Institute

Top Four Thermal/Mineral Springs Markets in Sub-Saharan Africa, 2015

	Number of Establishments	Revenues (US\$ millions)
South Africa	29	\$48.6
Namibia	2	\$3.2
Zambia	2	\$3.2
Madagascar	2	\$3.0

Source: Global Wellness Institute

Sub-Saharan Africa Developments

- Robust growth in the spa industry has been fueled by rapid expansion of African economies and a rising middle class. Across the continent, not only are consumers spending their rising incomes on beauty, relaxation, fitness and sports, and healthy eating, but they are also showing increasing interest in products and treatments inspired by local traditions. The day spa market has grown especially fast in countries such as South Africa, Nigeria, Kenya, and Ghana, with variations of club spas, salon spas, and “container spas” proliferating to cater to the middle income segment of the market.
- Growth in the hotel and resort spa markets continues to be anchored by strong tourism inflows and investments in new and existing properties, especially in the island resorts of Seychelles, Mauritius, and Madagascar, as well as in popular destinations in Kenya, Tanzania, Namibia, South Africa, and Botswana.
- With well-developed spas in the high-end island resorts and safari destinations, wellness tourism is on the rise in Africa, especially from international visitors. Meanwhile, domestic wellness travel in African countries remains a much smaller segment as compared to other regions. Many international travelers, while on holidays that are primarily driven by interests in culture, nature, and wildlife, are also eager to experience treatments and therapies rooted in African traditions – from *calabash* massage to the *izinyawo* foot cleanse to drumming meditation and healing – and these kinds of treatments are increasingly appearing in spas across the region.
- The growth of both the local wellness consumer base and wellness tourists alike is helping to promote home-grown African brands and products, including special herbal blends and natural and organic beauty/skin care products, which are often purchased by visitors as gifts or for their own use. There is a diverse wealth of traditional beauty and self-care rituals and products, as well as vast natural resources across African countries, which have enormous potential for growth when formulated and packaged for modern consumers. As consumer demand is pushing the global beauty industry toward using more natural ingredients, companies are turning to Africa to source new botanical ingredients for their products. African ingredients that have been featured by major international beauty/skin care brands – Argan oil, shea butter, rooibos – have already become commonplace in countries around the world.

- South Africa is the only country in the region with a well-developed thermal springs sector that incorporates resort-style facilities and complementary spa services – although South Africa’s thermal facilities generally tend to be more rustic in nature (e.g., thermal camping resorts). Elsewhere on the continent, many countries are rich in thermal resources, but the undeveloped thermal sector mostly caters to local residents, both for recreational purposes and sometimes tied into traditional bathing and ceremonial rituals. The few thermal establishments that exist in countries such as Namibia, Zambia, and Swaziland, tend to have very basic and out-of-date facilities, and some older establishments have closed or fallen into disuse. In response to the growing consumer interest in hot springs around the world, governments and investors in Africa are starting to take a new look at the potential of their underutilized thermal resources. For example, historic properties have recently been refurbished and reopened in Namibia (Gross Barmen Hot Springs Resort) and Nigeria (Ikogosi), while investors in Kenya have announced a couple major long-term projects centered on thermal/mineral springs and wellness tourism (KenGen’s Olkaria Geothermal Spa and the Lake Turkana City project).
- Workplace wellness benefits a very small slice of the working population in Africa, estimated at just 1%. Conversations around workforce wellbeing on the continent continue to focus on basic rights, amenities, and services such as safe drinking water, primary health care, working conditions, and safety. While a burgeoning middle class in fast-growing economies such as Nigeria, Ghana, South Africa, and Kenya are becoming more interested in fitness and healthy eating, by and large the wellness conversation has not spilled over to the workplace. The exception is South Africa, which was an early adopter of employee wellness initiatives starting in the 1980s and today has a robust sector of wellness programs, third party providers, and research initiatives in the workplace wellness field.

APPENDIX A:

Wellness Economy Definitions

1. Wellness Economy Sectors

Spa economy: Refers to spas and the related cluster of sectors that support and enable spa businesses. The spa economy includes: spa facilities, spa education (for therapists and managers/directors, both initial training and continuing education), spa consulting, spa capital investments, spa associations, and spa-related media and events.

Wellness tourism: The aggregation of all expenditures made by wellness tourists – primary and secondary, international and domestic – including spending on lodging, food and beverage, activities and excursions, shopping, and in-country transportation.

Thermal/mineral springs: Encompasses the revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of water with special properties, including thermal water, mineral water, and seawater.

Workplace wellness: Includes expenditures on programs, services, activities, and equipment by employers aimed at improving their employees' health and wellness. These expenditures aim to raise awareness, provide education, and offer incentives that address specific health risk factors and behaviors (e.g., lack of exercise, poor eating habits, stress, obesity, smoking) and encourage employees to adopt healthier lifestyles.

Wellness lifestyle real estate: The market of residential, hospitality, and mixed-used real estate that incorporates wellness elements (i.e., human, social, and environmental health) into its design, construction, amenities, services, and/or programming.

Healthy eating, nutrition, and weight loss: Includes vitamins and supplements, herbal and traditional products, fortified/functional foods and nutraceuticals, natural and organic foods, sports nutrition, and weight loss/management products and services.

Fitness and mind-body: Includes gyms and health clubs; personal training; yoga, Pilates, Tai Chi, martial arts, and other mind-body practices; fitness and exercise clothing; and fitness and exercise equipment/devices.

Beauty and anti-aging: Includes beauty and salon services (excluding spas); skin, hair, and nail care services and products; cosmetics, toiletries, and other personal care products; dermatology; prescription pharmaceuticals for skin care; as well as products and services that specifically address age-related health and appearance issues, such as cosmetics/cosmeceuticals for skin/face/body care, hair care/growth, and pharmaceuticals/supplements that treat age-related health conditions.

Preventive and personalized medicine and public health: Includes medical services that focus on treating “well” people, preventing disease, or detecting risk factors – for example, routine physical

exams, diagnostic and screening tests, genetic testing, etc. Personalized health uses sophisticated information and data for individual patients (including genetic, molecular, and environmental screening, analysis, and diagnostics; personalized disease management services; and health IT such as electronic health records, telemedicine, and remote patient monitoring) to provide tailored approaches for preventing disease, diagnosing and managing risk factors, or managing and treating conditions.

Complementary and alternative medicine: Encompasses diverse medical, healthcare, holistic, and mentally or spiritually-based systems, practices, and products that are not generally considered to be part of conventional medicine or the dominant health care system – including homeopathic, naturopathic, chiropractic, Traditional Chinese Medicine, Ayurveda, energy healing, meditation, herbal remedies, etc.

2. Spa Economy

SPA ECONOMY SECTORS

Spa facilities: Spas are defined as establishments that promote wellness through the provision of therapeutic and other professional services aimed at renewing the body, mind, and spirit. The core of the spa economy, spa facilities offer a wide variety of services (e.g., massages, facials, body treatments, salon services, water-based treatments, health assessments, and more) as well as sales of related products.

Spa capital investment: Includes expenditures on the construction and finishing of new spa facilities, initial outlays for spa equipment and amenities, and expenditures for major upgrades and expansions of existing spa facilities beyond regular upkeep and maintenance.

Spa education: Encompasses individual expenditures by spa therapists and spa managers, both to enter the profession (initial degrees or certifications) and to advance in their jobs (continuing education). Includes training and certification programs offered by private and public trade schools, colleges, and universities; professional programs provided by hospitality, tourism, and business schools; and continuing education, workshops, and short courses offered by associations, private companies, and nonprofits.

Spa media, associations, and events: Represents important activities that support and promote spas and connect industry stakeholders. Often businesses in this sector are engaged in all three of these activities – for example, spa associations often organize trade shows, while also operating websites and distributing publications that promote the industry.

Spa consulting: Include many activities: conceptualization, design, and branding of new spas; spa management and operational consulting; spa training solutions; spa research and benchmarking; and other related services.

SPA FACILITY CATEGORIES

Day/club/salon spas: Offer a variety of spa services (e.g., massages, facials, body treatments, etc.) by trained professionals on a day-use basis. Club spas are similar to day spas, but operate out of facilities

whose primary purpose is often fitness. Salon spas operate out of facilities that provide beauty services (such as hair, cosmetics, nails, etc.).

Destination spas and health resorts: Offer a full-immersion spa experience in which all guests participate. In addition to spa and body treatments, all-inclusive programs typically include a myriad of other offerings such as: fitness, mind/body, special diets and cleanses, energy work, personal coaching, nutritional counseling, weight loss, sports medicine, preventive or curative medical services, etc. This category also includes the traditional sanatoria and health resorts in Europe that offer spa-like services (e.g., massage, hydrotherapy, thermal water bathing, etc.) for wellness and therapeutic purposes.

Hotel/resort spas: Located within a resort or hotel property, providing spa services on an à la carte basis to hotel guests and outside/local guests. Spa treatments and services generally complement a hotel stay or a wide range of other activities at a resort.

Thermal/mineral springs spas: Include the revenues generated by spa- and wellness-related treatments (such as massage, facials, hydrotherapy, etc.) at the following types of establishments: day-use spa facilities and destination/health resorts that incorporate an on-site source of natural mineral, thermal, or seawater into their spa treatments, as well as other bathing/recreational springs establishments that offer complementary spa services.

Medical spas: Operate under the full-time, on-site supervision of a licensed healthcare professional, providing comprehensive medical and/or wellness care in an environment that integrates spa services with traditional, alternative, or cosmetic medical therapies and treatments.

Other spas: Includes all other facilities that are not captured by the categories described above, such as cruise ship spas, airport spas, mobile spas, as well as historically-/culturally-based facilities (e.g., Japanese *onsen*, Turkish *hammams*, Indian Ayurveda centers, etc.) that have incorporated spa-like services into their offerings.

3. Wellness Tourism

Wellness tourism: Travel associated with the pursuit of maintaining or enhancing one's personal wellbeing.

Primary wellness tourist: A tourist whose trip or destination is primarily motivated by wellness.

Secondary wellness tourist: A tourist who seeks to maintain wellness while traveling, or who participates in wellness experiences while taking any type of trip for leisure or business

International wellness tourism receipts: All receipts earned by a country from inbound wellness tourists visiting from abroad with an overnight stay.

Domestic wellness tourism expenditures: All expenditures in a country made by wellness tourists who are traveling within their own country with an overnight stay.

4. Thermal/Mineral Springs

Thermal/mineral springs establishments: Revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of waters with special properties. Our figures count thermal/mineral springs establishments that operate as a business, and as such, do not include springs that do not have any built facilities and/or do not charge any kind of fee for access. Establishments that use heated water – not naturally-sourced thermal/mineral water – are also excluded from this category. There are many categories and types of thermal/mineral springs establishments, as illustrated below:

Types of Thermal/Mineral Springs Establishments

Primarily Recreational	Primarily Wellness	Primarily Therapeutic or Curative
Thermal/mineral water swimming pool facilities	Thermal/mineral water bathing facilities	Health resorts and sanatoria that use thermal/mineral waters for treatments
Thermal/mineral water-based waterparks	Thermal/mineral water-based spas	
Hotels/resorts with thermal/mineral water swimming pools	Thalassotherapy spas and resorts	
Thermal or hot springs resorts		

Our revenue estimates include *all* revenues earned by the establishments in the above categories (not just revenues from thermal/mineral-water bathing and treatments). Therefore, our estimates include revenues earned from: bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food and beverage, lodging, and other services offered by the establishment.

Our figures are further broken down into two categories:

Thermal/mineral springs establishments that offer spa services: These facilities offer complementary, spa-like services (e.g., massage, facials, hydrotherapy, other treatments) alongside their bathing offerings, and often incorporate the thermal/mineral water into treatments. They include the health resorts and sanatoria across Europe that use thermal/mineral waters for therapies and the hot springs resorts common in China and Taiwan, as well as the growing number of bathing establishments that are offering add-on spa services alongside thermal/mineral water bathing and relaxation.

Thermal/mineral springs establishments with no spa services: These are typically recreational and bathing-only facilities, such as most of the *onsen* in Japan, the thermal pools and waterparks that are common in Latin America, and the thermal water swimming pool facilities prevalent in Iceland.

APPENDIX B:

Acknowledgements

The Global Wellness Institute would like to thank the following individuals for contributing their insights and expertise to this study:

Eva Adamer-Konig, Head of the Institute of Health Management in Tourism, University of Applied Sciences FH Joanneum, Austria

Belgin Aksoy, Founder, Richmond Nua Wellness-Spa; Creative Director, Richmond International, Turkey

Marianne Akwenye, Founder and Owner, Nomad Day Spa, Namibia

Amir Alroy, Owner and CEO, Cloud 9 Wellness Clubs, Israel

Solange Amorelli Pereira, Consultant in Spa and Wellness, Brazil

Gérard André, Président du Conseil d'Administration, Tempo Hospitality Consulting, Switzerland

Jean-Claude Baumgarten, Chairman and CEO, CREWE Associates, France

Katie Barnes, Managing Editor, Spa Business Magazine, United Kingdom

Nils Behrens, Managing Director and Chief Marketing Officer, Lanserhof Group, Germany

John Bevan, CEO, Spafinder Wellness 365, United States

Anna Bjurstam, Vice President of Spa & Wellness, Six Senses Hotels Resorts Spas; Owner, Raison d'Etre, Sweden

Elena Bogacheva, Founder and President, Spa & Wellness International Council, Russia

Matthew Brennan, Director of Finance, Goco Hospitality, Thailand

David Chang, Managing Director, CCL Holdings (owner of Two Bunch Palms Resort and Spa), United States

Johnny Chang, CEO and Founder, Spa Solutions Training and Management Consultancy Ltd., China

Rekha Chaudhari, Managing Director, CKRC Spa Destination, India

Charles Davidson, Founder and Owner, Peninsula Hot Springs, Australia

Mothomang Diaho, Founder and Medical Director, Spiral Aloe Lifestyle Clinic, South Africa

Diana Fernandez Mestre, Spa Consultant, Mexico

CG Funk, Speaker and Consultant, Spa and Wellness, United States

Glenn Fusfield, Executive Vice President and Chief Operating Officer, Maritime Division, Steiner Leisure, United States

Jean-Guy de Gabriac, Founder and CEO, Tip Touch International, France

Laura Gamboa, Director of Corporate Education and SPA Development, Natura Bissé International, Spain

Wendi Gelfound, Director of Marketing, Sunrise Springs Resort, United States

Andrew Gibson, Vice President for Wellbeing, Accor Luxury, United Arab Emirates

Anna-Cari Gund, Managing Director, Raison d'Etre, Sweden

Samer Hamadeh, Founder and CEO, Zeel, United States

Mark Hennebry, Board Director for Danubius Hotel Group, United Kingdom

Betsy Isroelit, Senior Director, Global Media Relations, Spafinder Wellness 365, United States

Dr. Franz Linser, Founder and CEO, Linser Hospitality, Austria

Sophie Louet, Founder and Manager, Renaissens Esthétique, Morocco

C.K. (Chee Kwong) Low, Managing Director, HerbalLine, Malaysia

Shekhar Malkotia, Manager, Corporate Spa Operations, Goco Hospitality, Thailand

Tomonori Maruyama, Chief Researcher and Manager at the Research Institute, Mitsui Knowledge Industry Co., Ltd., Japan

Jeff Matthews, President of Steiner Spa Consulting and Mandara Spa, Steiner Leisure, Indonesia

Stavros Mavridis, Spa Director, Miraggio Thermal Spa Resort, Greece

Amy McDonald, Principal, Under a Tree and Amy McDonald and Associates, United States

Katherine Moore, Co-Founder and Managing Director, Spa Connectors, Australia

Elaine Okeke Martin, President, Spa & Wellness Association of Africa; Founder, Spalogique Consulting

Suzanne Ng, Program Chair, Diploma in Wellness, Lifestyle and Spa Management, Republic Polytechnic, Singapore

Robert Ranzi, CEO and Founder, Cluster Wellness Tyrol, Austria

Peter Rollins, Director of Marketing & Communications, Thermae Bath Spa, United Kingdom

Marion Schneider, CEO and Co-Owner, Toskanaworld GMBH, Germany

Sylvia Sepielli, President of SPAd (Sylvia Planning and Design), United States

Stephanie Shiu, Editor-in-Chief, *AsiaSpa*, Hong Kong

Liz Terry, CEO, Leisure Media, Editor, United Kingdom

Ghislain Waeyart, Managing Director, Deep Nature, France

James White, Hot Springs Research and Development, James D White Ltd, New Zealand

Mary Wisnom, Professor and Spa Management Coordinator, Florida Gulf Coast University, United States

Josef Woodman, CEO, Patients Beyond Borders, United States

Melinda Yon, Senior Lecturer, School of Hospitality, Republic Polytechnic, Singapore

INDUSTRY RESEARCH SPONSORS



"Spafinder is proud to be a long time supporter of the Global Wellness Institute's (GWI) research initiatives. We believe that data developed by GWI accurately reflects our multi-sector industry and helps wellness businesses and investors make intelligent decisions that drive positive industry growth. GWI research also provides insight into the most pressing wellness issues around the globe and furthers our shared goal to create a well world."

~ John Bevan, COO, Spafinder Wellness, Inc.®



"A firm believer in Global Wellness Institute's mission to empower health and wellness worldwide, Biologique Recherche is proud to support their research on improving the quality of life of each human being. Biologique Recherche has always been committed to R&D and education, which we feel is the only way to offer unique, highly personalized and result-driven treatments to our guests. The products and treatments are available in over 70 countries worldwide. Our goal is to always build meaningful, healthy and long-lasting partnerships and relationships with our employees, spa partners, clients and beyond."

~ Rupert Schmid, Chairman, Biologique Recherche



"I am proud that, once again, Universal Companies, the leading distributor of spa and wellness products, supplies, equipment, services, and education for 35 years, is partnering with the Global Wellness Institute to advance progress in wellness research. Funding research is an important way to investigate health issues we face on a daily basis, and it's crucial in efforts to improve our quality of life. The ability to fill in knowledge gaps through ongoing research and make it more assessable to stakeholders will help take wellness to the forefront."

~ Brenda Elliott, CEO, Universal Companies

ELEMIS

"Your skin, your body, and your wellness lie at the heart of ELEMIS, and we are proud to support and work in synergy with the Global Wellness Institute ensuring we continue to absorb vital insights in our ever-growing industry. Touching over 6.5 million people each year through our award-winning ELEMIS treatments and products, we are passionate about investing heavily in clinical trials, research, and development, striving for new discoveries in skin science and the wellbeing and the needs of our customer."

~ Sean Harrington, CEO and Co-founder, ELEMIS Ltd



"After traveling to Tyrol, Austria for my 2nd year attending the Global Wellness Summit, it is apparent that our company's 'Skin Health for Life™' concept is right on track. Our patented HydraFacial™ technology skincare is, and should be, more than simply aesthetics. Providing the overall 'wellness' approach to all modalities of spa is a trend that is with us for good. Research such as this is fascinating, and I can't wait to learn more about the wonders of the human body at the next Summit."

*~ Dean Langdon, VP of Corporate Accounts,
Edge Systems, LLC/HydraFacial™*

MIRAVAL

"For over 20 years, Miraval Resort & Spa has been considered the nation's leading destination spa, offering a comprehensive program of imaginative, authentic, and meaningful activities, experiences and personal treatments. We are proud to support the Global Wellness Institute's innovative industry research, which aligns closely with our goals to introduce our guests to cutting-edge health and wellness initiatives that provide them with tools to lead a life in balance."

~ Tom Botts, SVP and Chief Marketing Officer, Miraval



"At Performance Health, we are committed to research on multiple levels. We admire the Global Wellness Summit for the research investments they have made and will continue to make; investments that create a positive impact and shape a future that will benefit us all. And with so many of our brands utilized in wellness, we also applaud them for addressing this very important topic."

~ Lynda Solien-Wolfe, LMT, Vice President, Massage and Spa



"All of us at BodyHoliday are extremely keen on supporting research in many areas of wellness. With 'life change' as one of our core values, it makes perfect sense for us to facilitate the Global Wellness Institute's continued research into workplace wellness."

~ Andrew Barnard, Executive Director, TheBody Holiday



"At the heart of what we do at Treatwell is helping the hardworking entrepreneurs of the wellness industry fill their diaries. We believe that by creating a super-smooth booking experience and enabling customers to book appointments whenever and wherever they want, we can generate more business for our partners. We are excited to see how much the market has grown and hope that we can help contribute to this growth."

~ Lopo Champalimaud, Founder and CEO, Treatwell



"As one of the oldest destination spa resorts and the first carbon neutral resort in North America, the iconic Two Bunch Palms offers an immersive wellness experience grounded in its four pillars: healing 600-year-old waters, authentic and therapeutic spa treatments, healthy cuisine, and movement and enrichment classes. Understanding that everything is interconnected, Two Bunch Palms values and supports the research by the Global Wellness Institute – sharing in its mission of individual, community and planetary wellbeing."

~ Tim Chun, VP JRNL Two Bunch Palms

**WE ACKNOWLEDGE AND THANK OUR
INDUSTRY RESEARCH SPONSORS
WHO MADE THIS REPORT POSSIBLE:**

Spafinder

Biologique Recherche

Universal Companies

Elemis

HydraFacial MD

Miraval

Performance Health

The BodyHoliday

Treatwell

Two Bunch Palms



**GLOBAL WELLNESS
INSTITUTE™**
EMPOWERING WELLNESS WORLDWIDE

333 S.E. 2nd Avenue, Suite 3750
Miami, FL 33131

www.globalwellnessinstitute.org