



GLOBAL WELLNESS
SUMMIT **MEXICO**
CITY 2015

WELLNESS COMMUNITIES ON THE RISE

*How Should We Measure
& Attract Investment?*

Moderator: Mia Kyricos



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What is Wellness Community?



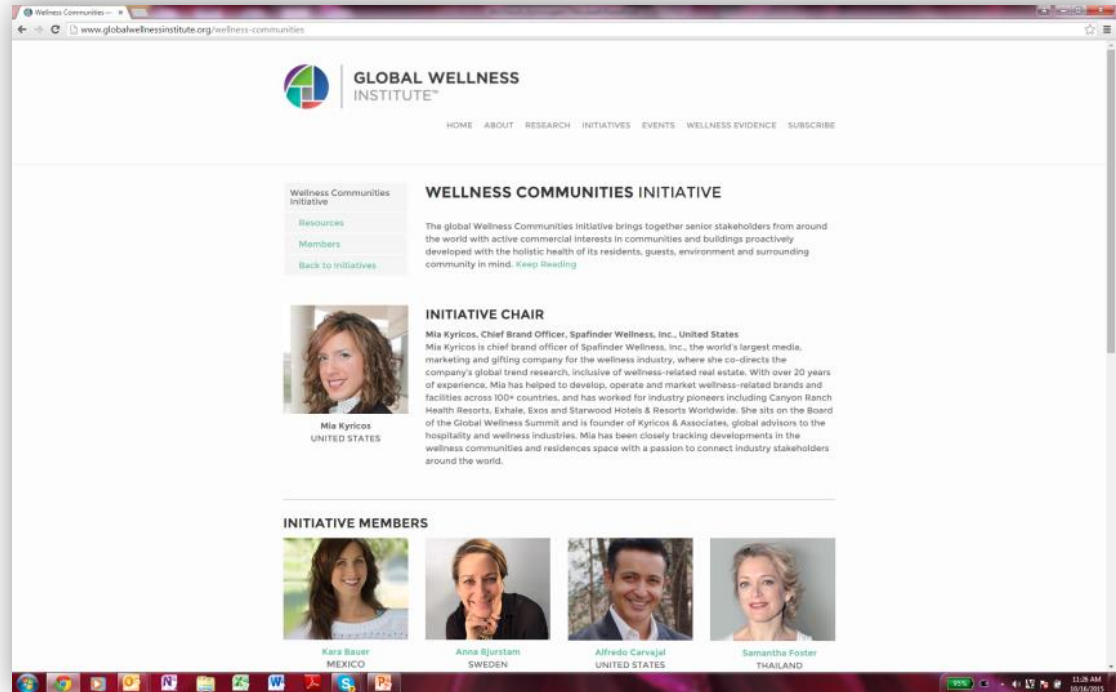
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Why Now?



GWI INITIATIVE: WELLNESS COMMUNITIES

Goal to identify common principles, resources and best practices to foster effective development and operations of wellness communities.



The screenshot displays the website for the Wellness Communities Initiative. At the top, the Global Wellness Institute logo is visible, along with a navigation menu including Home, About, Research, Initiatives, Events, Wellness Evidence, and Subscribe. The main content area features a sidebar with links for Resources, Members, and Back to Initiatives. The central section is titled "WELLNESS COMMUNITIES INITIATIVE" and includes a descriptive paragraph about the initiative's focus on holistic health. Below this is the "INITIATIVE CHAIR" section, featuring a portrait of Mia Kyricos, Chief Brand Officer of Spafinder Wellness, Inc., and a detailed biography. The "INITIATIVE MEMBERS" section follows, showcasing four members with their names and countries: Kara Bauer (Mexico), Anna Bjurstram (Sweden), Alfredo Carvajal (United States), and Samantha Foster (Thailand). The browser's address bar shows the URL www.globalwellnessinstitute.org/wellness-communities, and the system tray at the bottom indicates the time as 11:05 AM on 10/16/2015.

<http://www.globalwellnessinstitute.org/wellness-communities>

INITIATIVE MEMBERS AS OF TODAY

- Yamani Healing
- Six Senses Hotels and Resorts Spas
- Delos International and Signature Programs
- Destination Spa Management, Ltd
- FRHI Hotels & Resorts
- Two Bunch Palms / Civano Development
- Black Creek Group
- Serenbe
- Tavistock Development Company



Kara Bauer
MEXICO



Anna Bjurstram
SWEDEN



Alfredo Carvajal
UNITED STATES



Samantha Foster
THAILAND



Andrew Gibson
UNITED ARAB EMIRATES



Kevin M. Kelly
UNITED STATES



Jimmy Mulvihill
UNITED STATES



Steve Nygren
UNITED STATES



James Zborli
UNITED STATES

WHAT IS A WELLNESS COMMUNITY?

Our Working Definition

Communities and buildings proactively developed with the holistic health of its residents, guests, environment and surrounding community in mind.

<http://www.globalwellnessinstitute.org/wellness-communities>

MANY DIFFERENT FORMS

Examples

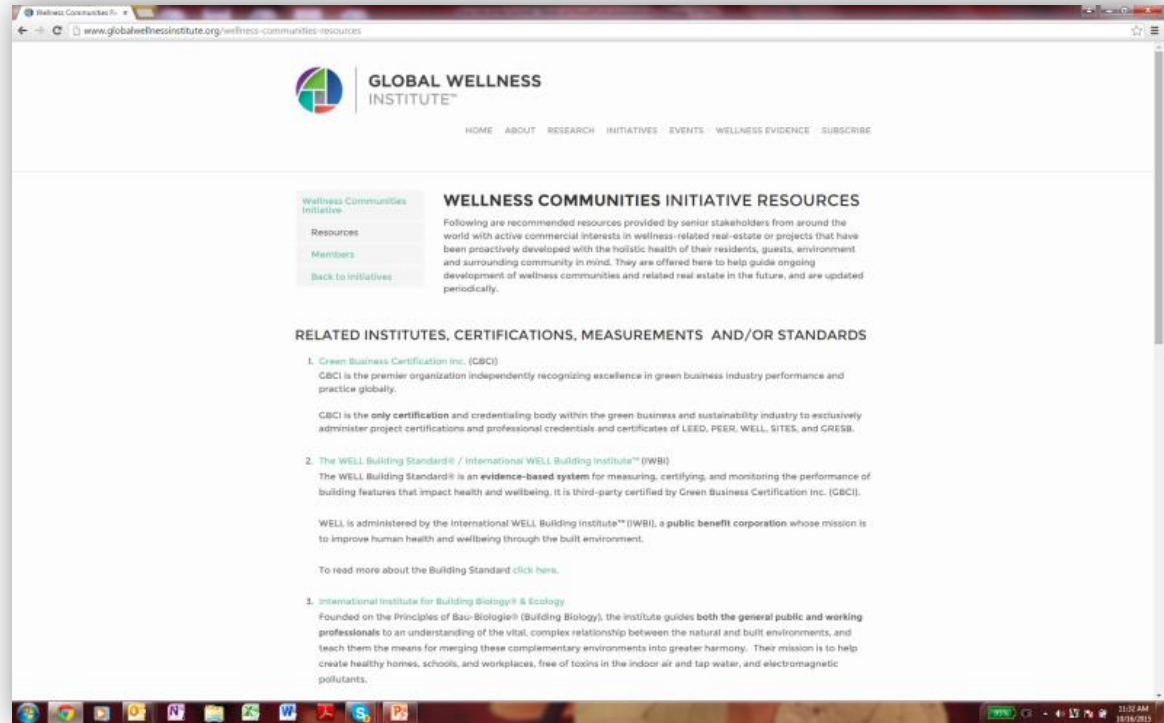
- Destination spas, hotels and wellness retreats with residential components
- From master-planned apartment complexes, private residential communities to cities where individuals may work and live

Each is linked by a foundational commitment to live and build well from blue-print to hand-print, or from design to operations.



INITIATIVE RESOURCES

1. Green Business Certification Inc.
2. The WELL Building Standard®
3. International Institute of Building Biology® & Ecology
4. GIIRS Ratings
5. Global Reporting Initiative
6. LEED
7. Bioregional



<http://www.globalwellnessinstitute.org/wellness-communities>

TODAY'S FORUM

Based on the core belief that **ROI limits us.**

We need a **new framework.**

Our panelists will introduce themselves & share from their **pioneering experiences.**

And then, we will **invite YOU to the discussion!**



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Panelists: Intros & Convo Starters

(Thank you, Andrew & Anna)



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Contributors:
Steve, Lisa, Robert



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Delegates



Wrap Up: **What's Next?**

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Leave *Your* Cards with Us &
We Will Keep You Informed