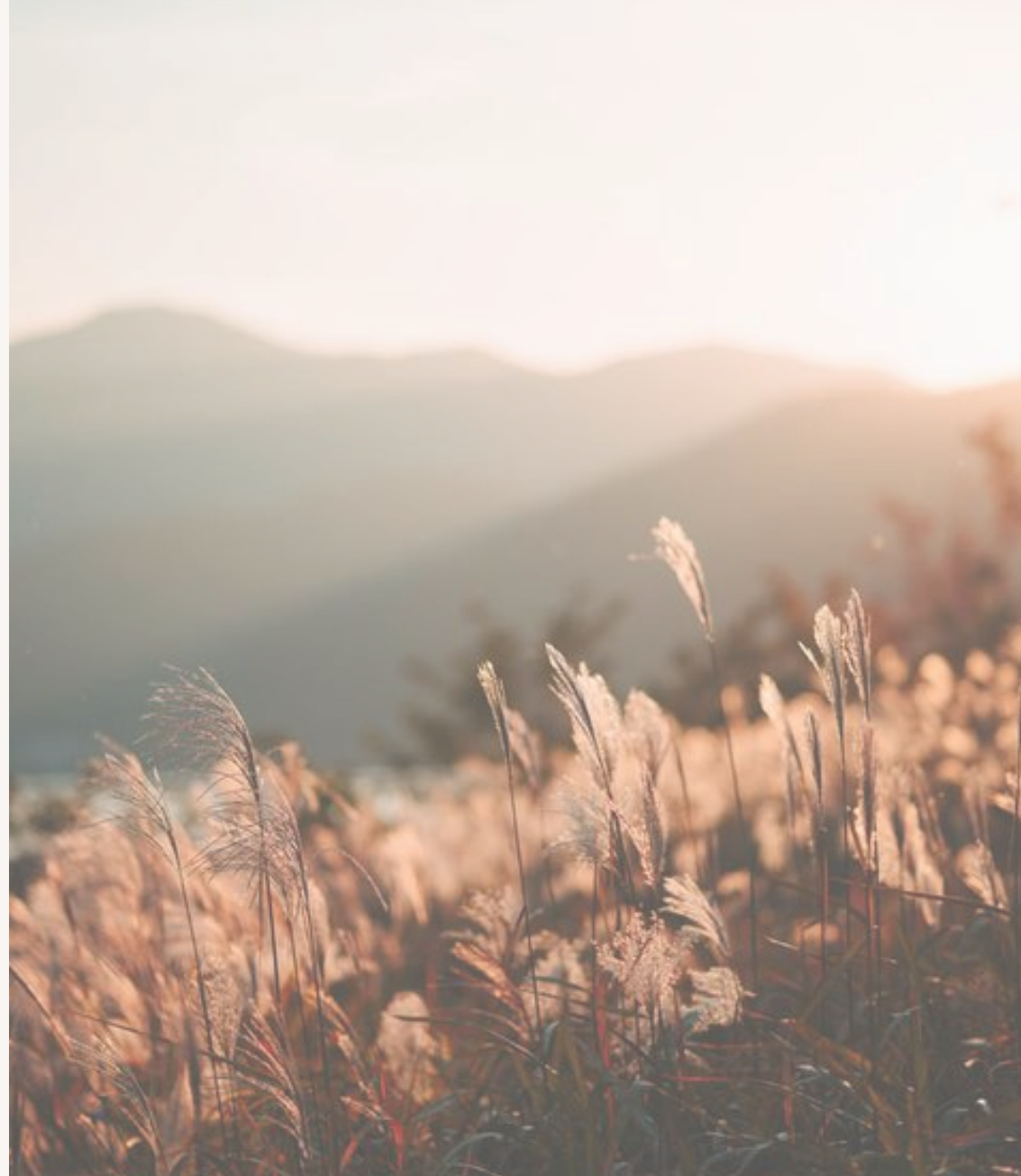


Wellness Tourism
Destination
Initiative





Initiative *members*

Chair: Katherine Droga - Droga & co. and Well Traveller

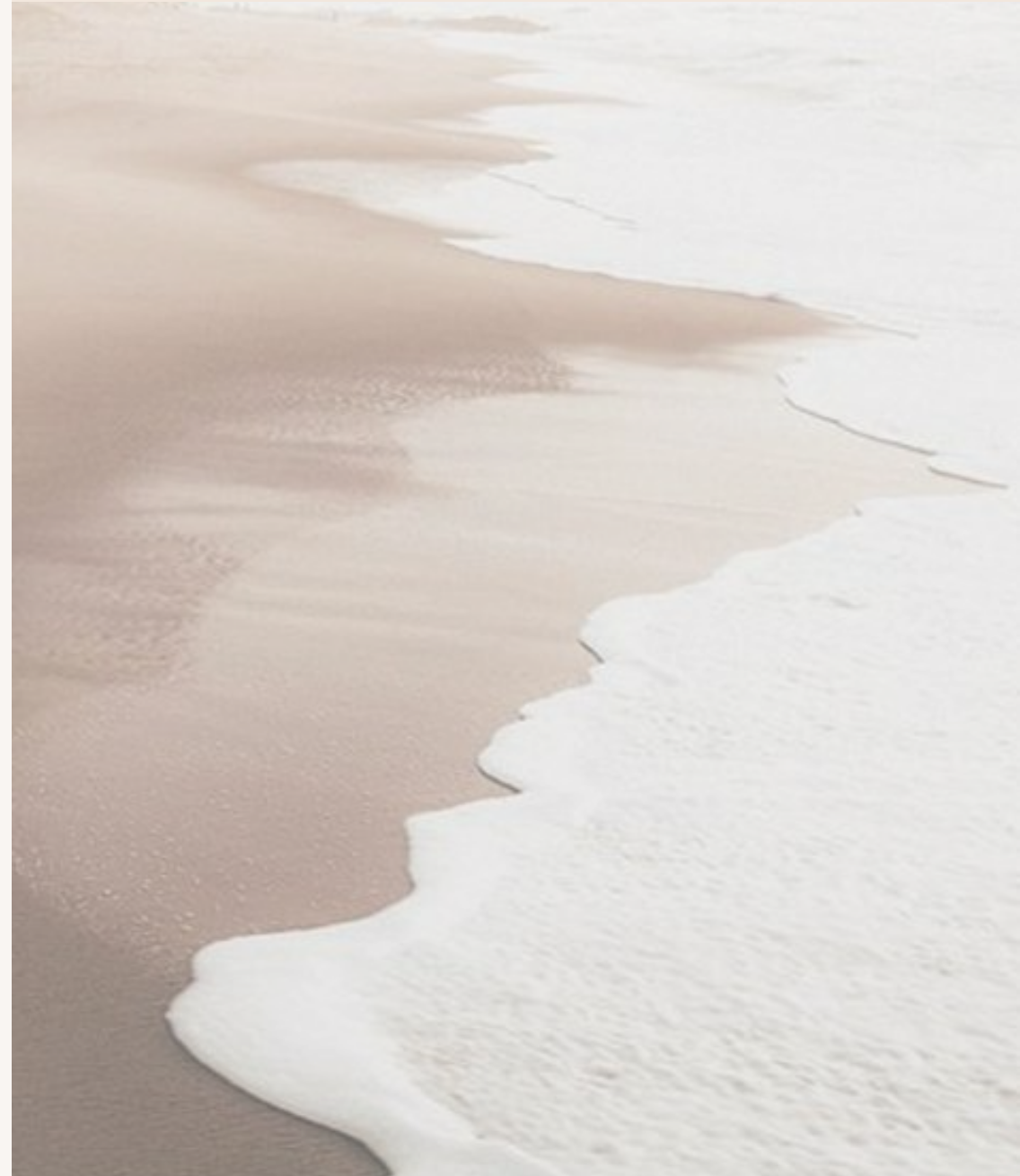
Vice-Chair: Lindsay Madden-Nadeau -Meraki Bespoke Wellness Strategies

Celine Vadam - We (i) think

Jen Corley - WeTravel

Naomi Mano- Luxerique

Hylton Lipkin- Fusion Hotel Group





The *Initiative*

The purpose of this Wellness Tourism Initiative is to increase awareness, understanding and the opportunities in one of the fastest growing tourism segments globally. The GWI Global Wellness Tourism Initiative will be instrumental in:

- Fostering a greater understanding about the global wellness traveler
- Promoting the value and opportunity of this segment to stakeholders
- Deep diving into the global wellness travelers' motivations and needs to support the practical integration into wellness marketing and operational strategies.

Our intended audience is tourism industry stakeholders including but not limited to travel suppliers & distributors, transportation & hospitality brands, DMCs/DMOs, tourism boards, NGOs, and service providers to this set of organizations.

'travel...the one thing you can buy that makes you richer'



Expected *actions* and *outcomes*

1. Clearly define the term wellness tourism destination and its context
2. Identify criteria that make a great wellness destination
3. Demonstrate global best practice by countries, regions and cities in wellness tourism destination development and promotion
4. Identify the key success metrics and components required for a wellness tourism destination to succeed
5. Identify consumer trends in wellness and travel that are impacting and shaping consumer demand and destination selection.



Accountability

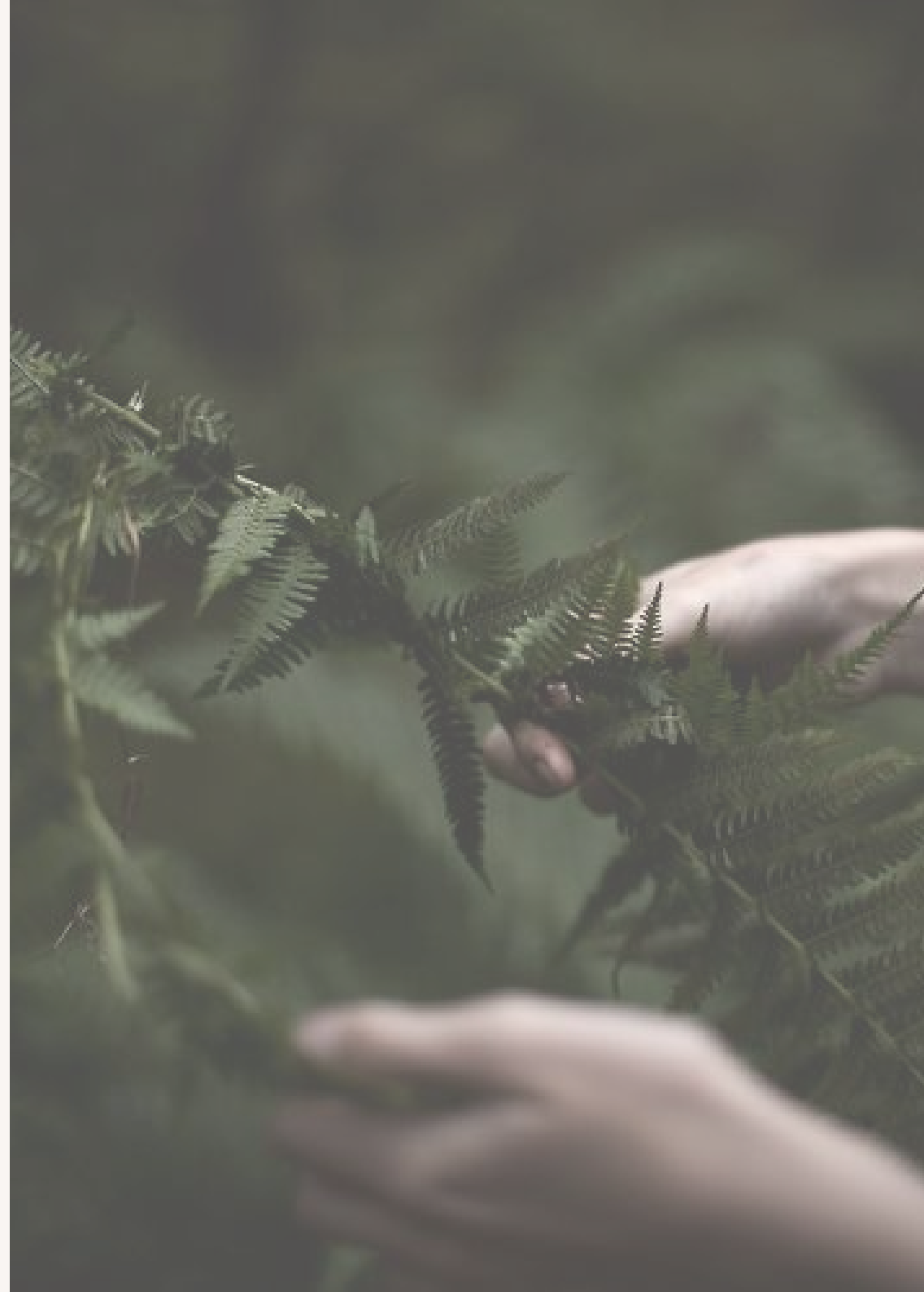
We take responsibility for current and future generations by taking actions today that will influence better decisions for tomorrow. We hold ourselves accountable for the culture, communities and environment that supports our growth, showing up with transparency, consistency and a commitment for a long-term sustainable future.

Leadership

We empower innovation and embrace traditions to produce credible frameworks while bringing business to new heights. We believe in order to stimulate change we need to think different, the purpose behind our work inspires others to approach the future with new perspective and motivate action for the common good.

Authenticity

We remain authentic to the true nature of our cultures, communities, traditions and natural environments. We value the importance of our roots, encourage the communities that support us, take pride in our traditions and respect all living and non-living things.



Impact

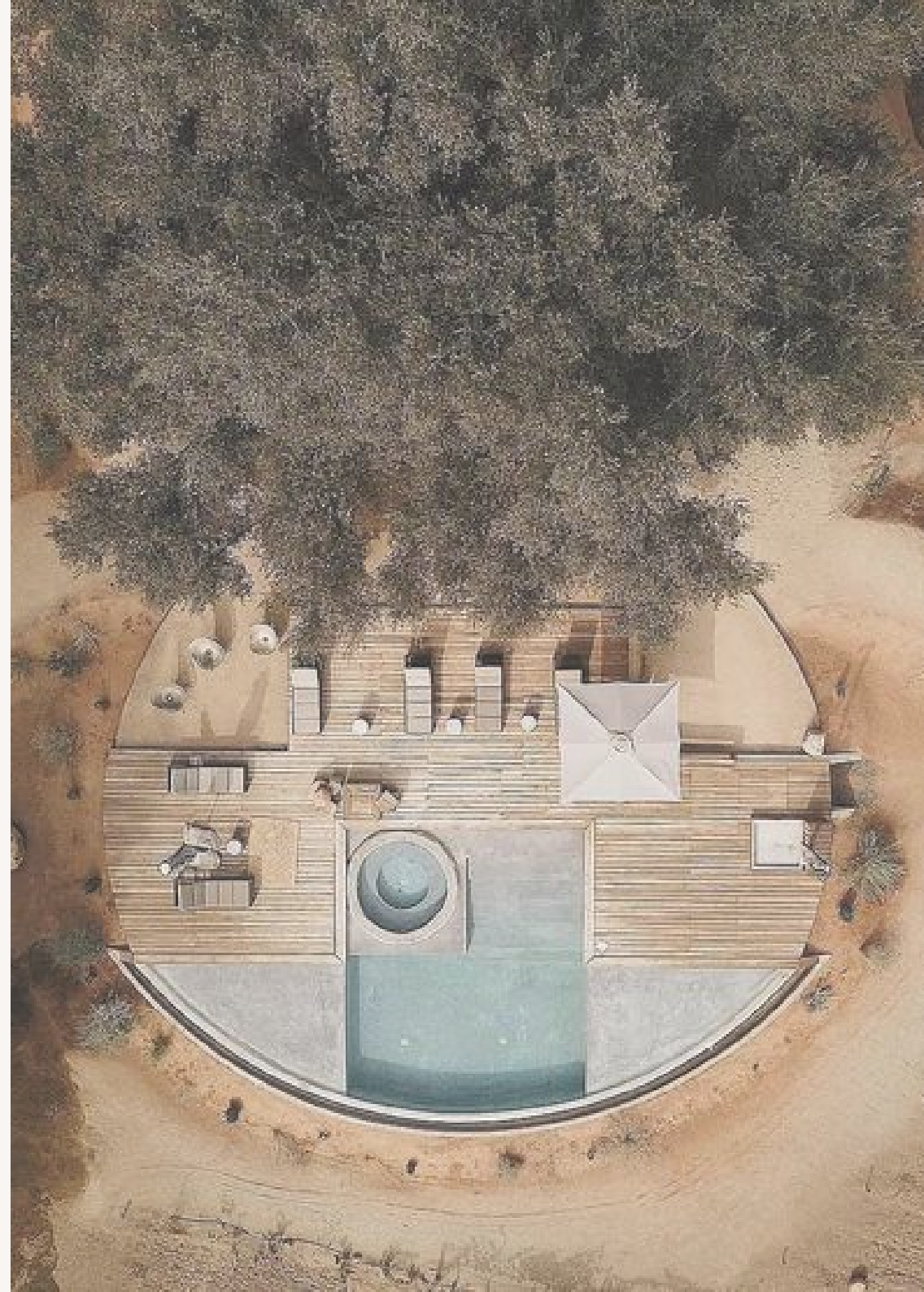
We are impact entrepreneurs, we believe in order to stimulate change and have effective change, we need to be consistent.. As a collective encourage new behaviors, we measure our actions to ensure our contributions are effective to social, economic and environmental wellbeing for the people and planet.

Sustainability

Supporting society and ecosystems is essential to meet the demands of consumption while replenishing resources, we inspire new innovative actions to lower our impact and create a more sustainable future for humanity, the planet and the future generations.

Wellbeing

We place significant value on people and supporting their quality of life and environments which support their growth. We encourage transformative experiences which educate and support the overall health and wellbeing of one another. We differentiate "wellness" and "wellbeing"; the former refers to activities undertaken in support of wellbeing, a state of living in health and balance.



What makes a great wellness destination?

Key Criteria

Environmental Wellbeing

A sustainable, thriving and balanced natural environment. The core principle of environmental wellness is protection of the natural environment and policy/strategies that considered the preservation and regeneration of areas through climate change initiatives, examination of consumption and food supply.

Social Wellbeing

This relates to how we connect: our relationship with others, a sense of belonging to a community and making a positive contribution to society. Incorporated within this is preservation of cultures, purposeful living and quality of living.

Economic Wellbeing

This considers the approach to accessible and robust education and communication that directly encourages the innovations, technologies and development of tomorrow. This is inclusive of the strength behind medical systems, and equal rights within the communities incorporating long term strategies for economic benefits.



The role SDG plays in the future of Wellness Tourism

In April 2022 the Paris agreement was realigned and governments, companies and business' began to make a greater commitment to building business frameworks that are supported by the Sustainable Development Goals. It is important that we continue to utilize the framework within our initiative as they are important factors to making changes that affect people and the planet.



Traveler Needs



- Connection to quality wellness operators and use of local suppliers to support economic growth
- Transformative experiences that give back to communities through healthcare, education or environment.
- On-going enrichment and contribution after leaving the destination
- Purpose driven initiatives provided by the operator
- Local community engagement
- Celebrate ancient traditions and culture of the region

Pillar



S O C I A L

Experience



- Scholarship programs for local education
- Local tours
- Cooking lessons/Market visits
- Art /Craft classes
- Social contribution projects
- Building schools or homes
- Sponsorship of local programs
- Wildlife conservation initiatives
- Adventure activities/grassroots
- Local Trekking
- Homestays
- Women's Empowerment Programs
-

Traveler Needs



- Permaculture interests
- Climate Warriors
- Conscious Travelers
- Local Farms homestays
- Conservationists
- Responsible Travelers
demanding sustainable operators
- Cyclists
- Family Adventures
- Solo Travelers

Pillar



ENVIRONMENTAL

Experience



- Biophilic design
- Sustainable Building-
prefabricated
- Recycling/Upcycling strategies
- Green areas urban and rural
- Waste Management participation
- Clean Water initiatives
- Green Travel options -transport-
electric cars
- Biodiversity planting
- Renewable Energy initiatives
- Re purposing materials and
equipment
- Agriculture programs
- Farming programs
- Gardening
- Return to nature- remote
- Conservation programs
- Wildlife programs
- Adventure Cruising
- Sailing/Boating adventures
- Hiking/Walking/Trekking Trails
- Green Education Programs

Traveler Needs

..... ❖

- Fair prices for wellness experiences
- Incentive to buy local products and services
- Contribution to local economy
- Qualitative experience
- Quality Healthcare
- Safety/Low Crime rates
- Safe drinking water
- Hygiene
- Equal and Fair Pay
- Quality Transport
- Access to technology

Pillar


..... ❖

ECONOMIC

Experience

..... ❖

- Infrastructure to support experience
- Legal framework, visas, ease of entry
- Planning permission
- Incentive for wellness driven businesses
- Incentive on healthy products
- Taxes on non-healthy products
- Tax breaks on Sustainable building and practices
- Training on sustainable agriculture
- Walk/cycle to work schemes
- Support to local businesses
- Doctors without borders programs
- Increased security measures
- Waste removal and low pollution rates
- Decreased homelessness, job security and diverse workforce.
- Accessible and affordable transportation
- Technology applications, ease of use, security.

A hiker with a large backpack is seen from behind, looking up at a massive, snow-capped mountain peak. The scene is misty and atmospheric, with the hiker's path leading up the mountain side. The text is overlaid in the center of the image.

"we weren't meant to stay in
one place *forever*, instead we
would have roots"

your beautiful
world

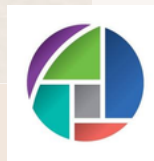
resources

Blue Zones theory use Life Radius (people/place/policy) and Power 9 principles for long life (<https://www.bluezones.com/2018/08/future-of-health-care-is-creating-environmental-change/>)

Existing destination frameworks for transformative destinations
<https://www.transformational.travel/transformative-destinations-program-regenerative-tourism-principles/>

<https://spaexecutive.com/2020/01/27/the-wellness-tourism-associations-definitions-for-what-makes-a-wellness-tourism-destination/>

Global Sustainability council <https://www.gstcouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0.pdf>



contributors

Well Traveller

MERAKI.
bespoke wellness strategies

Droga & co.

we travel

