



GLOBAL WELLNESS  
INSTITUTE™

EMPOWERING WELLNESS WORLDWIDE



PARTNERSHIP OPPORTUNITY

# GEOGRAPHY of WELLNESS





## WHO WE ARE

The Global Wellness Institute (GWI) is a 501(c)(3) nonprofit organization with a mission to empower wellness worldwide by educating the public and private sectors about preventative health and wellness. GWI's research, programs and initiatives have been instrumental in the growth of the USD \$4.4 trillion wellness economy—and in uniting the health and wellness industries. Through its five pillars—Research, Initiatives, Roundtable Discussions, Wellness Evidence and The Wellness Moonshot: A World Free of Preventable Disease—the GWI informs and connects key stakeholders capable of impacting the overall wellbeing of our planet and its citizens.

## VISION

# A WORLD FREE OF PREVENTABLE DISEASE

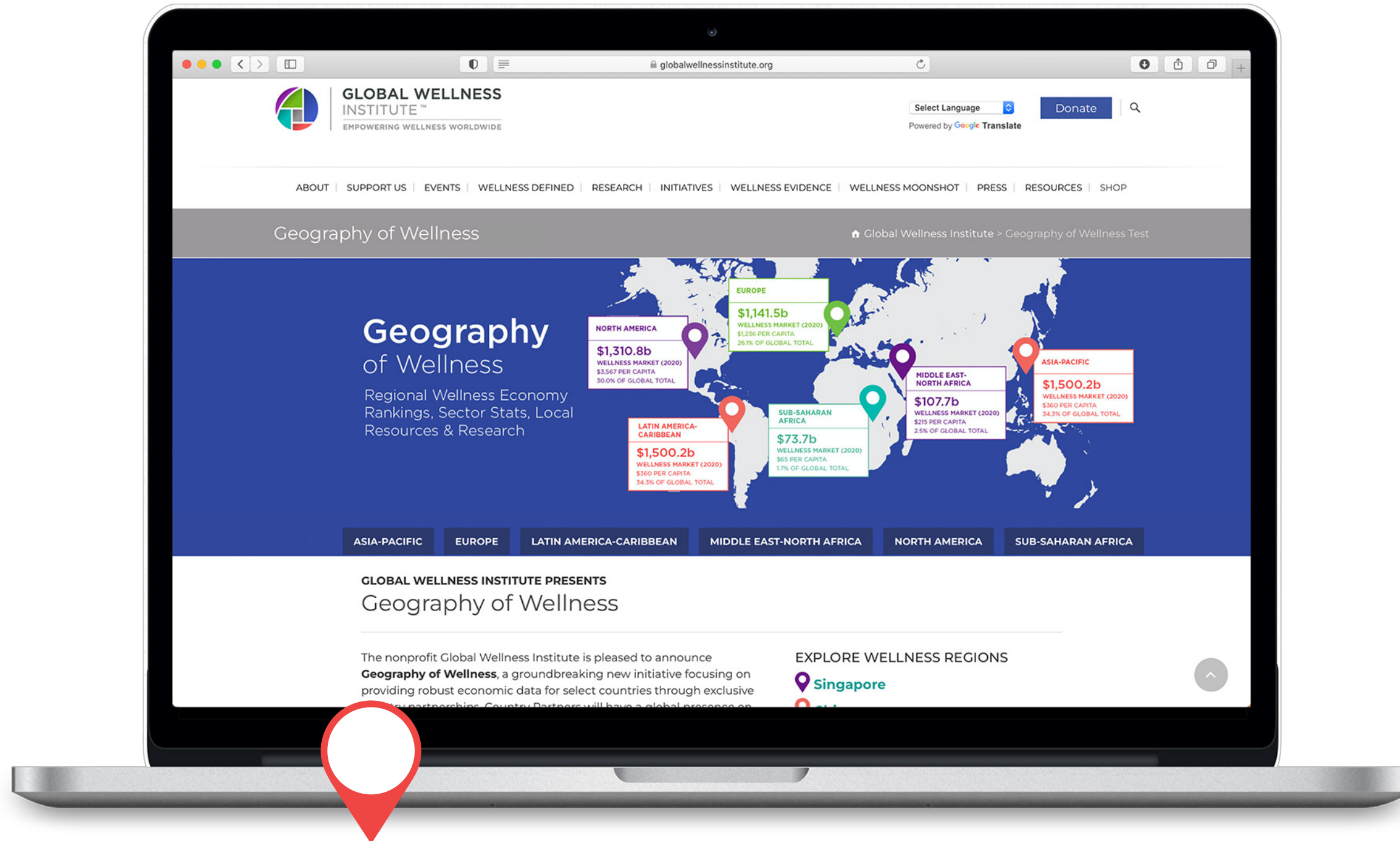
## MISSION

### EMPOWERING WELLNESS WORLDWIDE

- Facilitating collaboration across the health and wellness industries
- Offering proprietary global research, analysis and information
- Inspiring innovation in services and products and advocating for industry growth and sustainable practices

### GET INVOLVED

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



[Explore Geography of Wellness](#)



# WELLNESS ECONOMY

The wellness economy, as defined by GWI, is broad and diverse. Its eleven sectors encompass many different types of consumer activities and expenditures, including products, services, travel, and technology. Every country's wellness economy is unique. Its composition can vary widely from country to country, based on its development history, culture, socioeconomic conditions, and government policy. GWI presents top-line wellness economy data and how each country ranks globally. More details are available in the downloadable country report.





# GEOGRAPHY of WELLNESS



The nonprofit Global Wellness Institute is pleased to announce The Geography of Wellness, **a groundbreaking new initiative focusing on providing robust economic data for select countries** through exclusive Country Partnerships.

Country Partners will have a global presence on the leading website for trusted, unbiased wellness research. Partnerships will support existing research until December 2023 and new research beginning January 2024. The Partner is able to communicate their traditions, culture and history of wellness in their regions.

The GWI is a data-driven organization, providing research statistics for the wellness economy on a global scale. This country report is the first measurement of the size of the world's wellness economy, presenting data on its eleven wellness sectors. It shows the trajectory of the wellness economy from 2017 to 2019, the pandemic impacts on 2020, and subsector details where data is available. It also contains global and regional comparisons.

For information on how to gain country specific research as a recognized partner with GWI, please contact **Kristiana Tarnuzzer** at [kristiana.tarnuzzer@globalwellnessinstitute.org](mailto:kristiana.tarnuzzer@globalwellnessinstitute.org).

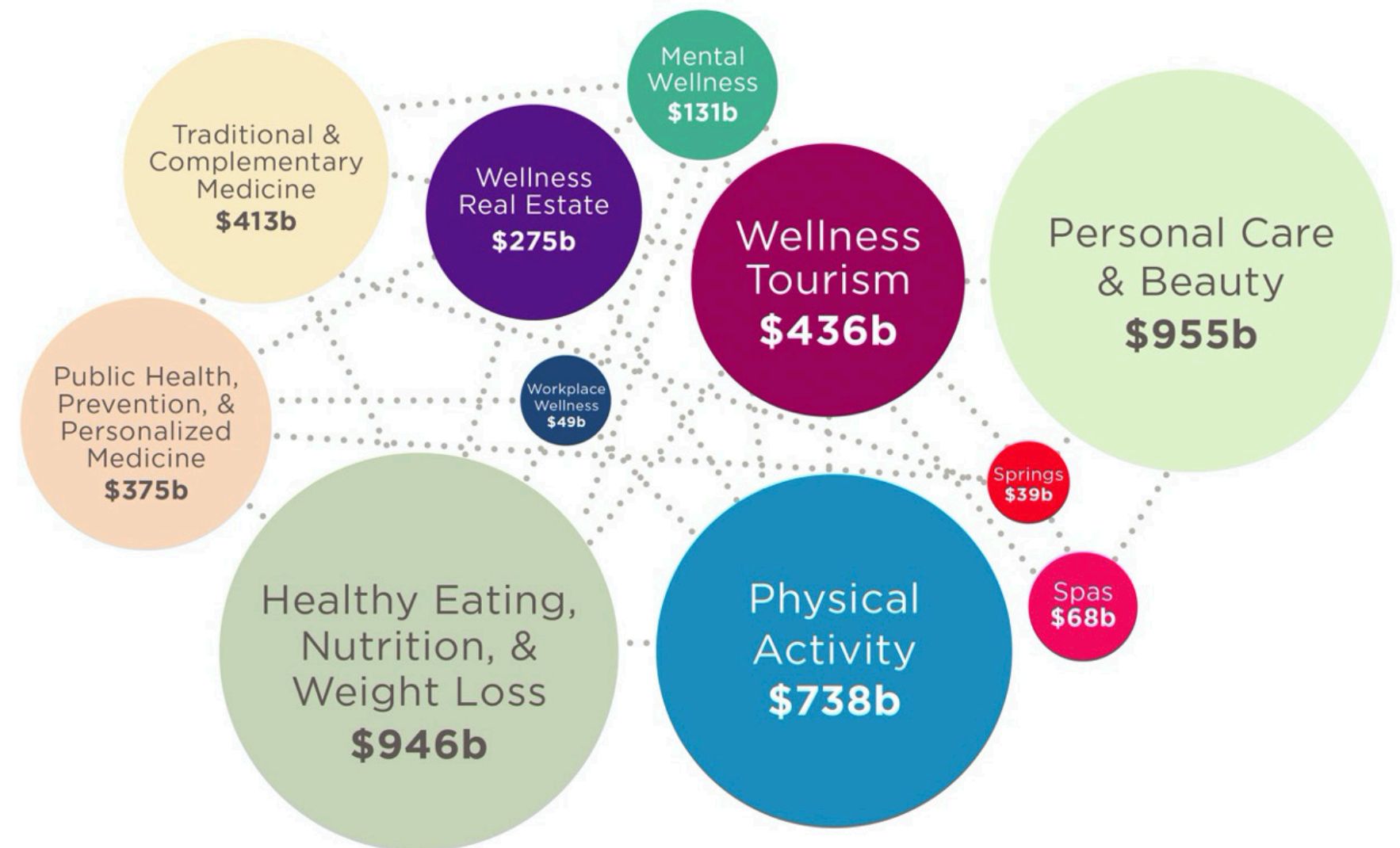


# \$4.4 TRILLION MARKET

The wellness economy is a colossal global industry, estimated by the Global Wellness Institute (GWI) at \$4.4 trillion.

GWI defines the wellness economy as industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives. It encompasses 11 varied and diverse sectors.

## \$4.4 Trillion Global Wellness Economy (2020)



# REACH A TARGETED AUDIENCE

Companies downloading this valuable country specific research include investors in wellness real estate and communities, developers, bank institutions, tourism boards, and world-renowned wellness brands.

## Companies Downloading GWI Research

From a list of over 100,000 downloads that comprise approximately 174 countries, here is a sampling of companies that have accessed the research data.

AARP	Chanel	Johnson & Johnson	Saudi Tourism Development Fund
Abu Dhabi Development	Coca-Cola Company	KPMG	Shiseido
Accenture	Credit Suisse	L'Occitane	Singapore Institute of Technology
Accor	Cushman & Wakefield	L'Oreal	Starbucks
Aetna	Dell	Lululemon	Target
Alibaba	Deloitte	Mayo Clinic	Tata Consultancy
Amazon	Deutsche Bank	McKinsey	Tourism Australia
American Express	Ernst &Young	Microsoft	Tourism Malaysia
Apple	Estee Lauder Companies	Morgan Stanley	Tourism Thailand
Asian Development Bank	General Electric	Nestle	Unilever
Bain Capital	General Mills	Nike	VIRGIN
Barclays	Goldman Sachs	Ogilvy	Wall Street Journal
Bayer	Google	Peloton	WebMD
Blackstone Group	Harvard University	Pfizer	World Bank
Bloomberg	Hilton Hotels & Resorts	Publicis	World Economic Forum
Bumrungrad International Hospital	Johns Hopkins	Samsung	Yale University



# SHOWCASE YOUR COUNTRY

## Become A Partner

### BENEFITS INCLUDE:

- Stand-alone, **robust economic research** on selected wellness sectors including wellness economy statistics and sector details.  
[View Example of an Exclusive Country Report](#)
- **Global presence** as an exclusive GWI Geography of Wellness Country Partner on the leading website for trusted, unbiased global wellness research  
[View Example of Exclusive Country Page](#)
- **Communicate the traditions, culture and history** of wellness in your country
- Direct links to your company/brand's URL
- **Social Media, Email and Press exposure** throughout partnership term
- Visibility and Recognition of our Exclusive Country Partners at our Global Wellness Summit
- Visibility and Recognition of our Exclusive Country Partners at GWI Media Press Event
- Partner **logo inclusion** on country specific page online and on each downloaded copy of the research
- **One complimentary GWI Ambassadorship:** \$1,000 value including GWI Ambassador logo, Ambassador Directory, proprietary monthly Wellness Barometer and additional exclusive benefits

*Partnership Commitment: \$20,000 1x minimum payment due upfront upon partnership signed agreement*



# TRADITIONS MAP

Countries with flags are represented on the Geography of Wellness microsite





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**FOR PARTNERSHIP INQUIRIES,  
PLEASE CONTACT:**

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