



GLOBAL WELLNESS  
SUMMIT

NEWS RELEASE

## Global Wellness Summit Recently Held Press Conference in Innsbruck, in Advance of Conference Headed to Tyrol, Austria this October

*Governor of Tyrol, Günther Platter, identified the powerful impact that wellness tourism has on region; New data released: wellness tourism trips in Austria grew 12% over last two years*



**August 15, 2016** – The Global Wellness Summit (GWS), along with host sponsors Tyrol, Kitzbühel Tourism and the Tyrol Chamber of Commerce, held a press conference in Innsbruck, Austria last Monday that underscored the value of hosting the conference in Tyrol, as well as the wide-ranging economic impact that wellness tourism has on the region. And new data\* released showed significant growth in Austria’s wellness travel market: the small nation added 1.4 million wellness tourism trips from 2013 to 2015, to reach a pace of 13.5 million annually.

"The economic effect of ‘year-round wellness’ is very significant to our region," said Governor Günther Platter. "The ‘Wellness Cluster, Tyrol,’ which consists of 120 member companies, creates 7,300 jobs and generates over €461 million annually."

As this year's Summit host, Tyrol's unique wellness resources, including its alpine climate/environment, thermal waters, mature spa industry, and sports/recreation activities (like skiing, hiking and cycling) will be on prominent display to the 500 delegates hailing from over 40 countries that represent every sector of the wellness industry," said Susie Ellis, GWS chairman & CEO. "Tyrol's Governor and its tourism authorities really 'get' the economic value that wellness tourism generates, and as the cradle of this fast-growing travel category, Tyrol, Austria is the perfect setting for the Summit's 10th anniversary."

Tyrol Economic Chamber President Dr. Jürgen Bodenseer noted, "Hosting the Summit gives Austria's leading wellness industry companies a unique opportunity to network on an international level with the influential delegates that the Global Wellness Summit attracts."

Conference co-chair and wellness expert, Dr. Franz Linser, said there is a strong emphasis on the long-term economic sustainability of the conference, and that will be supported by delegates touring the leading wellness companies in the region, along with educational sessions. He noted, "This will give Tyrolean companies a chance to learn from the best."

This year's Summit theme, "Back to the Future," will give participants a unique perspective on the future of wellness and spa, while also showcasing Europe and Austria's historic contributions.

During the Summit, the Global Wellness Institute (GWI) will publish updated research on the global, ten-sector wellness economy, currently valued at \$ 3.4 trillion (three times the size of the worldwide pharmaceutical industry). A key component of the wellness economy is wellness tourism, valued at nearly \$500 billion globally. According to the GWI, Austria ranked #1 in wellness travel revenues per capita in 2014, making it the 5th-largest market in the world. And data released at the press conference revealed that Austria's wellness tourism trips (domestic and international combined) grew 11.8% in the last two years: from 12.1 million trips in 2013 to 13.5 million in 2015 – outpacing Austria's overall growth in tourism trips by an impressive 86%.

The Summit itself will drive more than 2,000 overnight stays in and around the Kitzbühel area. And, as a measure of the Summit's value, last year's conference in Mexico City recorded estimated revenues of €1.35 million for the host region, while international media coverage was valued at €2.8 million. Each year's Summit grows in size and influence, and this has resulted in the establishment of a bidding process for the countries, cities, regions or businesses interested in bringing the global conference to their area.

Working with Susie Ellis, chairman & CEO of the Global Wellness Summit, are co-chairs Sue Harmsworth, MBE, the founder and chairman of ESPA International, a leading global spa brand spanning 55 countries; and Dr. Franz Linser, founder and managing director of international consulting firm Linser Hospitality, former Austrian Olympic team ski coach, and former member of the European Parliament.

The Global Wellness Summit attracts leaders from every sector of the wellness industry: tourism, spa, education, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

\*New Global Wellness Institute estimates

\*\*Overall tourism trip growth: Euromonitor 2015

**About the Global Wellness Summit:** The [Global Wellness Summit](#) (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

**Media Contact:** Beth McGroarty, [beth.mcgroarty@globalwellnesssummit.com](mailto:beth.mcgroarty@globalwellnesssummit.com),  
Tel: +1.213.300.0107

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