



GLOBAL WELLNESS SUMMIT // TYROL 2016

OPEN LETTER FROM SUSIE ELLIS, CHAIRMAN AND CEO, GLOBAL WELLNESS SUMMIT



Dear Wellness Tourism Champion,

It is my pleasure to extend an invitation for one government leader in your country or region to be our guest at this year's 10th Anniversary [Global Wellness Summit](#), held October 17-19 in Kitzbühel, Austria. We will waive the regular \$2,930 registration fee paid by all other delegates.

Since we will be meeting in the Tyrol region of Austria - a place well known for its success with wellness tourism - we wish to honor and recognize other regions and countries around the world that have also made progress in growing tourism for health and wellness. And we plan to have the wellness tourism topic threaded throughout the Summit agenda.

We are grateful to Land Tirol, Wirtschaftskammer Tirol, Tirol Werbung, and Kitzbühel Tourismus for helping bring the 2016 Global Wellness Summit to this magnificent medieval town located between Kitzbüheler Horn and the Hahnenkamm mountains in the Tyrolean Alps.



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As an affiliate member of the UNWTO, we feel that you are in the right position to pass along this invitation to the person in your government, who champions wellness tourism and would like to participate in this upcoming prestigious educational event.

This travel sector is, according to the 2014 [Global Wellness Institute's Global Wellness Tourism Economy](#) report, a \$494 billion market that is projected to reach \$678.5 billion by 2017. **That represents an extraordinary one in seven of all tourism “dollars” spent.** At this year's upcoming Summit, new data and insight on the global wellness tourism economy will be presented. We expect to have an esteemed group of tourism thought leaders with us to discuss the new figures and the future of wellness tourism.

Please let us know at your earliest convenience if we may look forward to welcoming someone from your region or country's government so that we can begin making preparations for their visit and inform the media representatives who will be covering the event.

Sincerely yours,

Susie and the Global Wellness Summit Board of Directors

Jean-Claude Baumgarten, France; **Anna Bjurstam**, Sweden; **Dr. Marc Cohen**, Australia; **Gina Diez Barroso de Franklin**, Mexico, **Susie & Pete Ellis**, U.S.; **Andrew Gibson**, UAE; **Susan Harmsworth** (co-chair), UK; **Mia Kyricos**, U.S.; **Dr. Franz Linser** (co-chair), Austria; **Mary Tabacchi, PhD**, U.S.; **Magatte Wade**, U.S. and Senegal

Join us October 17-19 in Tyrol, Austria as we look “Back to the Future”
and imagine the next decade in wellness

GLOBALWELLNESSSUMMIT.COM



10 YEARS

**GLOBAL WELLNESS
SUMMIT // TYROL 2016**

Dear Esteemed Colleague,

It is our great pleasure to invite you to the 2016 Global Wellness Summit (GWS) at the KitzKongress in Kitzbühel, Austria, October 17-19, 2016.

We are grateful to Land Tirol, Wirtschaftskammer Tirol, Tirol Werbung, and Kitzbühel Tourismus for helping bring the Summit to this magnificent medieval town located between Kitzbüheler Horn and the Hahnenkamm mountains in the Tyrolean Alps.

Tyrol embodies the very essence of wellness. You will feel the timeless majesty of nature everywhere you look; you will breathe clean air, drink pure mountain water, and experience authentic Austrian hospitality. You will feel as if you have returned home to family you didn't know you had.

Not only will you learn about these natural attributes, but you will experience them as we have planned activities to take advantage of Kitzbühel's legendary outdoor sporting life.

Our theme this year is "**Back to the Future**," as we mark with great pride our 10th anniversary Summit. We look forward to sharing with you some very special moments commemorating this milestone. As always, our Summit will look to the future – this year, we'll do so through the lens of history.

As a delegate to our invitation-only Summit, you will experience top-level keynote speakers, panels, and forums. You will engage in the networking that is a hallmark of our Summit, and it will aid in building your business. The days will inspire you with rich and diverse content, woven together with a thread of history and the nature that is abundant in Tyrol.

Please join us on a journey "**Back to the Future**" as we honor the past and set our sights on the next decade in wellness.

With warmest regards,

The Global Wellness Summit Board of Directors

Jean-Claude Baumgarten, France; Anna Bjurstam, Sweden; Dr. Marc Cohen, Australia; Gina Diez Barroso de Franklin; Mexico, Susie & Pete Ellis, U.S.; Andrew Gibson, UAE; Susan Harmsworth, UK; Mia Kyricos, U.S.; Dr. Franz Linser, Austria; Mary Tabacchi, PhD, U.S.; Magatte Wade, U.S. and Senegal



YOU ARE CORDIALLY INVITED TO ATTEND THE
GLOBAL WELLNESS SUMMIT 2016
“BACK TO THE FUTURE”
KITZBÜHEL, TYROL, AUSTRIA // OCTOBER 17-19, 2016



SUMMIT: AT A GLANCE

OVERVIEW

The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively impact and shape the future of the global wellness industry. The 2016 Summit will take place October 17-19 in Kitzbühel, Tyrol, Austria, under the theme, “Back to the Future.”

DELEGATES

Every effort is made to ensure that those attending the annual GWS are leaders and decision-makers, representing a variety of industries. Delegates must have senior executive titles such as CEO, president, chairman, divisional SVP or owner. Company size, yearly sales, number of employees and length of time in business are also taken into consideration. Special room is allotted for educators, media and those from the non-profit sector.

FORMAT AND AGENDA

The Summit’s carefully developed agenda features high-profile speakers, presenters and panelists, who address the timeliest issues and guarantee the GWS delivers its trademark vibrancy and relevancy. As invitees register, their expertise, interests and areas of concern are noted. This information is taken into consideration, along with global events and industry trends, to create the final Summit agenda and roster of presenters.

SPIRIT OF THE SUMMIT

The spirit of the Global Wellness Summit is one of shared purpose rather than individual gain. It is a willingness to put aside competitive egos and personal business goals. Participants engage in collaborative discussions and activities with the goal of furthering the wellness industries. Everyone contributes time, expertise and resources to ensure the Summit’s success.



Hotel Tiefenbrunn

SETTING OF THE 2016 SUMMIT

LOCATION

The Global Wellness Summit marks its 10th anniversary this year, and will celebrate this milestone by paying homage to the past, while firmly staying focused on the future. An ideal setting for this celebration is the picturesque medieval town of Kitzbühel in the Tyrol region of Austria. Long regarded as the European cradle of wellness tourism, Tyrol holds a unique place in history as a wellness pioneer. By putting tourism at the center of its economy, it brings people and businesses together to promote the region's distinct wellness attributes and its legendary natural resources.

The Summit plenary sessions, as well as the forums and breakouts, will take place at the K3 KitzKongress, located within a short walk from the Summit hotels. The KitzKongress, a modern conference center designed with a nod to Alpine architecture, will become the hub of activity during the Summit.

THEME

The 2016 Summit theme, "Back to the Future," was chosen to honor the 10th anniversary and provide a historic context in which to examine and discuss the next 10 years in the wellness industry. Delegates will be asked to share predictions for the future, and those predictions will be collected and sealed in the "10th Anniversary Time Capsule" during a ceremony on the final day of the conference. (The Time Capsule will be opened at the 2026 Summit.)

"SHARK TANK OF WELLNESS" STUDENT COMPETITION

This year, the GWS has reimagined the Student Challenge and are happy to announce the launch of the inaugural "Shark Tank of Wellness." Students from all over the world are invited to submit a future-focused, innovative wellness idea that has the potential to become a profitable business venture. The top three finalists will be flown to Tyrol, along with one of their professors, to present their ideas on stage in front of judges and all Summit delegates.



ACCOMMODATIONS

The following hotels are offering special rates to registered delegates only. There is no “main” hotel this year. All hotels are located within walking distance from the K3 KitzKongress. For more information about each hotel, please visit: www.globalwellnesssummit.com/2016-summit/2016-accommodations.

Hotel Kitzhof Mountain Design Resort: An elegant mountain retreat, Hotel Kitzhof lets guests savor the essence of Austrian alpine living. This hotel features a large spa area with an indoor pool. (650 meters or 7 min. walking distance from KitzKongress)

Hotel Schwarzer Adler: The special spirit of hospitality has been the main ambition of the Hotel Schwarzer Adler since 1570. This posh alpine, chalet-style hotel combines the best of tradition and modernity to ensure guests have a memorable time in the mountains. (300 meters or 3 min. walking distance from KitzKongress)

Hotel Zur Tenne: Located in the heart of the picturesque historic quarter of Kitzbühel, this luxurious hotel is an oasis of tranquility in a cozy Tyrolean country-house style. (400 meters or 4 min. walking distance from KitzKongress)

Rasmushof: Right at the foot of the Hahnenkamm mountain, Rasmushof is located in the middle of the hotel’s own nine-hole golf course, surrounded by the majestic Kitzbühel Südberge. (750 meters or 8 min. walking distance from KitzKongress)

Sporthotel Reisch: A family-owned business over 100 years old, Sporthotel Reisch is a traditional hotel located in the heart of Kitzbühel with new stylish rooms and an award-winning restaurant that offers hearty Austrian cuisine. (300 meters or 3 min. walking distance from KitzKongress)



PROGRAM & ACTIVITY OPTIONS

AGENDA OVERVIEW

Sunday, Oct. 16: Sponsored Knowledge Workshops, welcome cocktail reception

Monday, Oct. 17: Summit sessions, forums, outdoor activities, evening networking dinner

Tuesday, Oct. 18: Summit sessions, forums, evening off-site cocktails and gala dinner

Wednesday, Oct. 19: Summit sessions, forums, champagne toast

PRE- AND POST-SUMMIT TRIPS

Pre-Summit:

Tyrolean Wellness Manufacturers' Private Visit (Oct. 15)

Cultural Highlights of Tyrol & Innsbruck (Oct. 15)

An overnight at Aqua Dome's Thermal Spa in the Alps (Oct. 15 + overnight)

Post-Summit:

An "Austrian-Style" Wellness Hotel Sampler (Oct. 19-22)

The Thermal Waters and Grand Spas of Austria (Oct. 20-23)

Imperial Austria featuring Salzburg and Vienna (Oct. 20-23)

A Destination Spa Experience at VIVAMAYR Altaussee (Oct. 20-25)

Full trip itineraries and booking details available at www.globalwellnesssummit.com.

TRANSLATION SERVICES

Translation services from English to German and German to English will be offered.

WHAT TO WEAR

October weather in Tyrol, Austria is fall-like and temperatures range from 4°C (40°F) to 18°C (65°F). Temperatures at night can be cool so bring warm clothes. Delegates are invited to dress in smart, casual clothing (no jackets or ties required) for Summit meetings and are welcome to dress up for evening events. There will be outdoor activities planned in the afternoon where sporting clothes will be necessary.



REGISTRATION & TRAVEL

REGISTER

To register or access additional information, visit www.globalwellnesssummit.com or email Beatrice Hochegger, at beatrice.hochegger@globalwellnesssummit.com.

The 2016 GWS Registration Fee includes:

- All general and breakout conference sessions, industry forums, lunches and breaks
- Welcome cocktail reception on Sunday, Oct. 16
- Networking cocktails and dinner on Monday, Oct. 17
- Gala evening off-site with cocktails and dinner on Tuesday, Oct. 18
- Printed copy of the 2016 Delegate Directory with all contact information
- Digital copy of the 2016 GWS Briefing Papers
- Access to the 2016 mobile application
- Access to online summaries, presentations, and transcriptions post-Summit

Delegate Rate: USD \$2,790 per delegate until July 15. Starting July 16 until the 2016 Summit, the rate will increase to USD \$2,930 per delegate.

Spouse Rate: USD \$1,525 per person.

TRAVELING TO KITZBÜHEL, TYROL, AUSTRIA

Flights to the Tyrol region are available from many international destinations. Most major airlines serve Austria. Kitzbühel is readily accessible from these airports:

Innsbruck-Kranebitten Airport (approx. 97 km or 60 miles from Kitzbühel)

Salzburg Airport (approx. 72 km or 45 miles from Kitzbühel)

Munich Airport (approx. 160 km or 100 miles from Kitzbühel)

VISA AND PASSPORT REQUIREMENTS

Depending on where visitors are traveling from, most entering Austria do not need to apply for a visa if the trip will not exceed 90 days. Please note that passports must be valid for at least three months after the last day of the stay in Austria. It's recommended that visitors check current regulations with the Austrian Embassy.

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