

GLOBAL WELLNESS SUMMIT 2024



NOVEMBER 4-7 | ST. ANDREWS, SCOTLAND



YOU ARE CORDIALLY INVITED TO ATTEND
THE 18TH ANNUAL GLOBAL WELLNESS SUMMIT

**A WATERSHED
MOMENT
FOR WELLNESS**

November 4-7, 2024 | St. Andrews, Scotland

Dear Esteemed Colleague,

It is our great pleasure to invite you to the [2024 Global Wellness Summit](#) (GWS) in St. Andrews, Scotland, November 4-7. Now in its 18th year, the legendary GWS is the foremost gathering of international leaders in the global wellness economy. This year's conference will be held at the iconic Old Course Hotel, Golf Resort & Spa, one of seven global properties owned by our host sponsor, Kohler & Co.

This year's Summit is dedicated to the theme: **“A Watershed Moment for Wellness.”** The Summit agenda will broadly explore how the wellness industry is at a pivotal moment for growth and disruption at a time when the world is beginning to truly embrace prevention, while also taking a deep dive into the topic of water, from the explosion of interest in a new breed of bathing, sauna, hot springs, cold immersion, and wild swimming experiences to the water-hungry wellness and spa industries waking up to their role in the sustainable use of water.

We are all about what's ahead. In our 2024 global trends report, we anticipated the development of two newly-polarized wellness markets as generational, income and gender gaps widen in culture: a “hardcare” market where consumers seek new hyper-medical, high-tech, super-complex, even more expensive, health and wellness experiences; and a “softcare” market where consumers desire a low-pressure, simpler, less expensive, less relentlessly self-optimizing wellness, where emotional, social and spiritual wellbeing matter most. The robust Summit agenda illuminates what's next across all 11 sectors of the wellness economy in light of these major shifts, while the Innovation Lab features pioneering wellness services and products.

Gathering at this time is particularly important because of the historic momentum for the industry. Global Wellness Institute researchers find that the wellness economy was worth \$5.6 trillion in 2022 and forecast that it will rise to \$8.5 trillion by 2027. They will unveil a complete update of the [Global Wellness Economy Monitor](#) in Scotland, with new data and insights on each wellness sector.

We look forward to meeting you in Scotland, as together we embrace the mission of the GWS, Joining Together. Shaping the Future.

The Global Wellness Summit Advisory Board

Amir Alroy, Israel; **Anna Bjurstam**, Sweden; **Victor Brick**, US; **Cathy Feliciano-Chon**, Hong Kong; **Tony de Leede**, Australia; **Susie Ellis**, US; **Nicola Finley, MD**, US; **Irene Forte**, UK; **Maggie Hsu**, US; **Ömer K. Isvan**, UK; **Hannah Messerli, PhD**, US; **Veronica Schreiber Smith**, US; **Yoriko Soma**, Japan; **Prof. Mary Tabacchi, PhD**, US



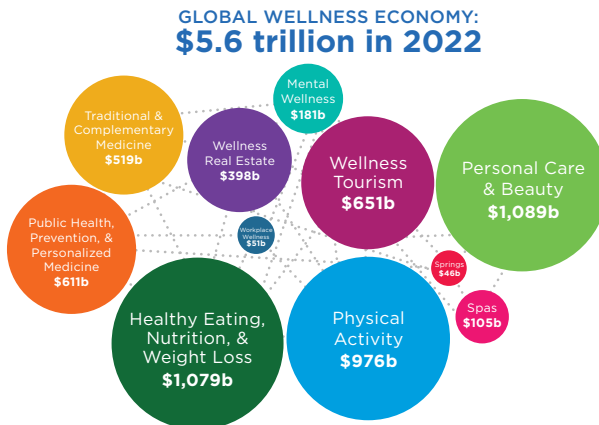
SUMMIT: AT A GLANCE

OVERVIEW

If you are new to the GWS, here is a very brief background: The first Summit was held at the Waldorf Astoria in New York City 18 years ago. It was modeled after the World Economic Forum and has stayed true to its founding principles. This invitation-only event aggregates C-Suite executives and curates global leaders and thinkers for the stage who deliver short presentations that stimulate conversations among all participants. While the purpose of the gathering is always wellness-related, it is unique for welcoming people and establishments from diverse business sectors—which gives the gathering vibrancy. The GWS facilitates high-level dialogue among the decision makers in attendance and gives delegates the first look at new research, along with the latest innovations in the industry. One of the secrets of the Summit's success over the years has been the very valuable Delegate Directory, given only to in-person attendees. It contains photos, biographies and personal contact information—including email addresses—and is solely used for individual personal connection. The Directory has led to some of the largest and most important collaborations in our industry.

WELLNESS ECONOMY SECTORS

Wellness is a diverse multitrillion-dollar economy comprised of 11 unique sectors. It's easiest to grasp the big picture of how the world views the wellness economy via the well-known Global Wellness Economy bubble chart, which the GWS' sister organization—the nonprofit Global Wellness Institute—prepares annually.





ST. ANDREWS, SCOTLAND

LOCATION

Located in northwest Europe, Scotland is a forward-thinking country characterized by its dynamic spirit, creative flair, and the wonderful warmth of its people. Since the 19th century, Scotland has been a leader in the business of hydrotherapy, the therapeutic use of water. While water as a tool of medicine has its roots in the ancient civilizations of Egypt, Scotland's service sector was dominated by water-based hospitality and wellness companies by the late 1800s. In 2024, 98% of Scotland's bathing waters will again meet or exceed the country's strict environmental standards. It is the ideal place to explore the theme, **"A Watershed Moment for Wellness."**

Located on the East coast of Fife, St. Andrews is not only renowned for its breathtaking natural beauty and historical richness but also its commitment to sustainability, skillfully maintaining a balance between development and conservation. Known as the birthplace of golf, the town also boasts magnificent views of West Sands Beach and the North Sea, famously featured in the film "Chariots of Fire." Wander down its historic cobbled streets to discover ancient castles, and the third oldest university in the English-speaking world.

ACCOMMODATIONS

Registered delegates receive negotiated room rates at the Old Course Hotel, Golf Resort & Spa where the Summit will be held as well as the historic Rusacks Hotel within walking distance of the Summit sessions.

PRE- & POST-SUMMIT TRIPS

In addition to golfing at one of 10 courses nearby or enjoying treatments at Kohler Waters Spa, delegates can enjoy special optional experiences in St. Andrews, Gleneagles and the Scottish Highlands.

TRAVELING TO SCOTLAND

Flights are available from many international destinations to Edinburgh Airport (EDI) (approximately 80 km/50 mi. from the Old Course Hotel).

VISA & PASSPORT REQUIREMENTS

All visitors to Scotland (except Irish citizens) must hold a passport that is valid for at least six months from the date they are departing the country. You can check [here](#) if you need a UK visa.

WEATHER & WHAT TO WEAR

In November, temperatures average, a high of 8°C (46°F) and lows of 2°C (36°F). Delegates are invited to dress business casual for Summit meetings and festively for the gala.



AGENDA & REGISTRATION

At each annual Summit, the GWS explores business through a wellness lens, identifying the most important global trends and investment opportunities. With this year's A Watershed Moment for Wellness theme, delegates will explore what's next given the historic disruptions society and engage in critical discourse to shape a more sustainable future at this seminal moment for our industry. Delegates will also hear from global thought leaders and participate in provocative roundtables that will inspire candid conversation and meaningful collaboration. Details regarding the 2024 Summit Agenda, key presenters and participants are continually updated right up until the event begins and can be accessed on the website at globalwellnesssummit.com.

DELEGATES

Formal invitations to attend the Summit are extended to a select list of top-level executives, medical and wellness professionals and academics around the globe. All invitees have either applied to attend or have been nominated and approved based on their expertise, experience and leadership positions.

FORMAT & AGENDA

The four-day program is a balanced mix of informative and inspiring keynotes, subject-specific fireside chats, cultural experiences and opportunities for open conversations, as well as the Summit's signature Table Topic lunches. Delegates come away knowing what is trending and emerging and learning where they fit in the ecosystem of wellness and wellbeing globally. Making valuable contacts and sparking business collaborations are a guaranteed result.

THE 2024 GWS REGISTRATION FEE INCLUDES:

All conference sessions, social events, meals, receptions, gala, Delegate Directory, sponsor gifts and post-Summit access to recorded sessions.

Delegate Rates: US\$5,350 per delegate. **Spouse Rate:** US\$2,285 per person.
Register by July 31 to save \$500 or by September 30 to save \$200.

To register for the Summit, visit globalwellnesssummit.com/2024summit or use the adjacent QR code. In case of questions, please email [Beatrice Hochegger at beatrice.hochegger@globalwellnesssummit.com](mailto:Beatrice.Hochegger@globalwellnesssummit.com).





PARTIAL LIST OF PAST ATTENDEES

Nerio Alessandri, Technogym, Italy; **Jean-Claude Baumgarten**, CREWE Associates, France; **Elke Benedetto-Reisch, MD**, Lanserhof, Germany; **Bill Bensley**, Bensley Design Studios, Thailand; **Sadhvi Bhagawati Saraswati**, Divine Shakti Foundation, India; **Simone Biles**, Gymnast, US; **Daive Bollati**, Davines SPA, Italy; **David Bosshart**, Gottlieb Duttweiler Institute, Switzerland; **Philippe Bourguignon**, Revolution, LLC, US; **Mark Britnell**, KPMG International, UK; **Dan Buettner**, Blue Zones, US; **Clodagh**, Clodagh Design Studio, US; **Richard H. Carmona, MD**, 17th US surgeon general and Canyon Ranch, US; **Steve Case**, Revolution LLC, US; **Subhash Chandra**, Veria Living, India; **Binod K. Chaudhary, MD**, Chaudhary Group, Nepal; **Frederick Chavalit Tsao**, Octave Institute, Singapore; **Deepak Chopra, MD**, The Chopra Center, US; **Craig Collin**, Tavistock Development, US; **Miwako Date**, Mori Trust Co., Ltd, Japan; **Jan-Emmanuel De Neve, PhD**, Wellbeing Research Center, University of Oxford, UK; **Rick Doblin**, MAPS, US; **Stephan Eberharter**, Olympic skier and champion, Austria; **Shai Efrati, MD**, Sagol Center for Hyperbaric Medicine and Research and the Shamir Medical Center, Israel; **Elissa Epel, PhD**, UCSF School of Medicine, US; **Alberta Ferretti**, fashion designer, Italy; **Jose Maria Figueres-Olson**, former president of Costa Rica, Costa Rica; **Irene Forte**, Irene Forte Skincare, UK; **Sir Rocco Forte**, Rocco Forte Hotels, United Kingdom; **Gina Diez Barroso de Franklin**, Diarq Holdings, Mexico; **Jack Groppe, PhD**, Judson University, US; **Ranieri Guerra, MD**, World Health Organization, Switzerland; **Robert Hammond**, Therme Group, US; **John Hardy**, John Hardy Jewelry, Indonesia; **Mariel Hemingway**, health expert and best-selling author, US; **His Holiness the Dalai Lama**, Tibet; **Wim Hof**, Wim Hof Method, Netherlands; **Andrew Huberman, PhD**, Stanford University, US; **Mark Hoplamazian**, Hyatt Hotels Corporation, US; **Andrea Illy**, Illy Coffee, Switzerland; **Bjarke Ingels**, Bjarke Ingels Group, US and Denmark; **Ömer K. Isvan**, Servotel, Turkey; **Neil Jacobs**, Six Senses, Singapore; **Amitabh Kant**, Delhi Mumbai Industrial Corridor Development Corporation, India; **John Kao**, serial innovator, thought leader and best-selling author, US; **Dasho Karma Ura**, Center for Bhutan Studies and Gross National Happiness Research, Bhutan; **Victor Koo**, Tianren Culture, China; **Paul Limburg, MD**, Mayo Clinic, US; **Stacy London**, actor and author, State of Menopause, US; **Thierry Malleret**, *Monthly Barometer*, France; **Mike Massimino**, NASA and Timeshifter Inc., US; **Philip and Freddie Moross**, Myndstream, UK; **Dietmar Mueller-Elmau**, Schloss Elmau Luxury Spa Resort and Cultural Hideaway, Germany; **Howard Murad, MD**, Murad, US; **Kjell A. Nordstrom, PhD**, Swedish economist, Sweden; **Steve Nygren**, Serenbe, US; **Vikram Oberoi**, The Oberoi Group, India; **Adolf Ogi**, former president of Switzerland, Switzerland; **Dean Ornish, MD**, Preventive Medicine Research Institute, US; **Mehmet Oz, MD**, Columbia University, US; **Prof. Martin Palmer**, ARC World & FaithInvest, United Kingdom; **Kenneth R. Pelletier, MD**, UCSF School of Medicine, US; **Michael Roizen, MD**, Cleveland Clinic, US; **Bob Roth**, David Lynch Foundation, US; **Ian Schrager**, Ian Schrager Company, US; **Veronica Schreibeis Smith**, Vera Iconica Architecture and Developments, US; **Simon Shelley**, BBC Studios, United Kingdom; **Analjit Singh**, Max India Group, India; **Ted Souder**, Google, US; **Rick Stollmeyer**, Mind Body Online, Inspired Flight, US; **Deborah Szekely**, Rancho La Puerta and Golden Door, US; **Timbaland**, Grammy Award-Winning Producer, US; **John Travis, MD**, Connected and Thriving and The Well Spring, US; **Andrew Weil, MD**, Arizona Center for Integrative Medicine, US; **Michelle A. Williams**, Harvard T.H. Chan School of Public Health, US

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