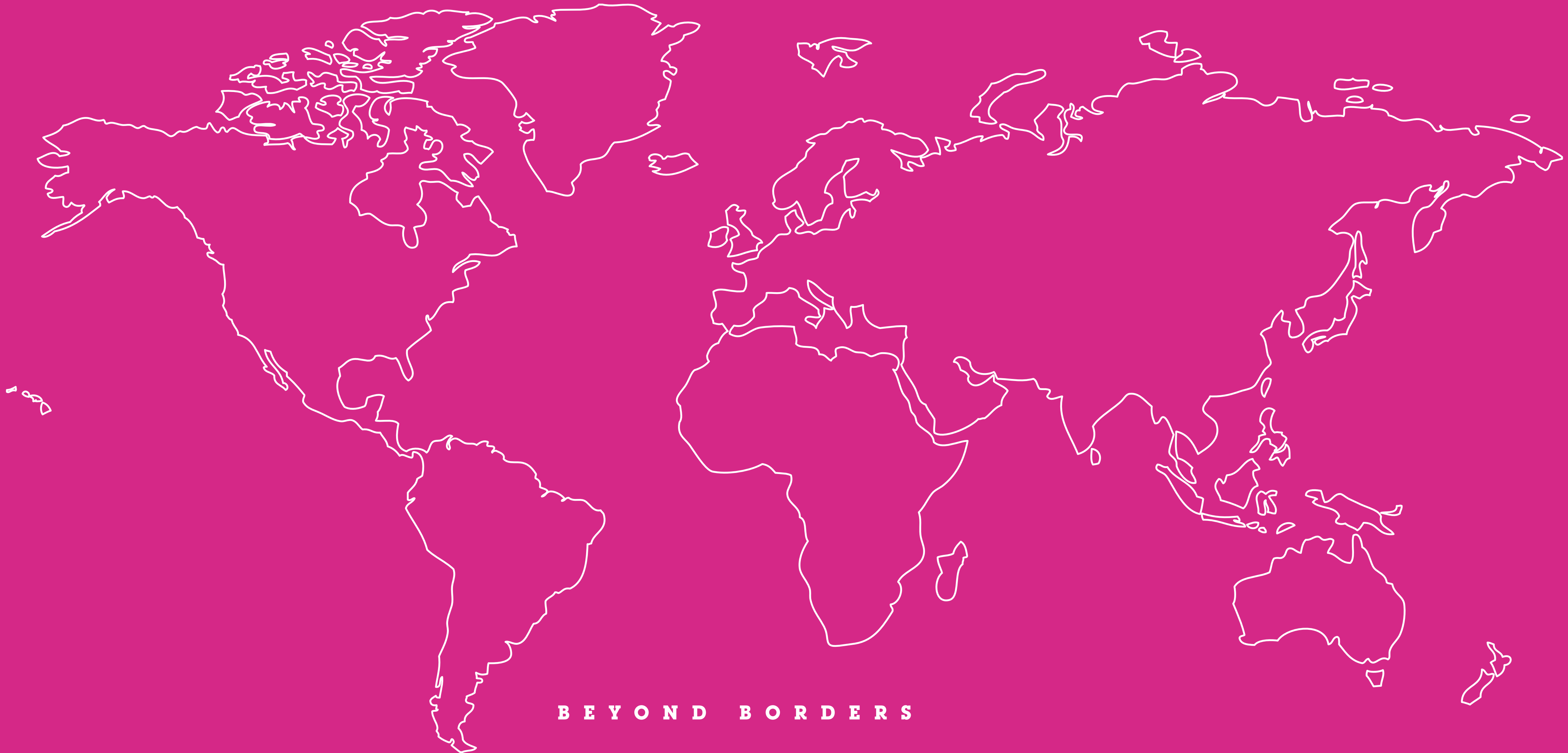


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B E Y O N D B O R D E R S



Global Executive Summary

The purpose of this report is to analyze Global Wellness Day activities in different countries throughout the year of 2019. The Executive Summary is based on the highlighted best practices, challenges and suggestions gathered from 34 country reports.

UK - Leading up to the GWD celebrations on June 8th 2019, the GWD UK team contacted various British celebrities and organized “Celebrity Mindfulness” recordings. These recordings were then launched for GWD on June 8th on YouTube. On the day of GWD, the event took place in Gaia Spa Boringdon, Rosewood London, Pure Massage, Borehamwood, Gerrard International, Llandrindod Wells, Newquay Cornwall and Plymouth Devon with an estimate of over 4.500 people attending the celebrations. Most importantly this year TRH Duke and Duchess of Sussex from the British Royal Family selected Global Wellness Day as one of the 15 inspiring social responsibility projects under the theme “Forces for Change”.

Thailand - Global Wellness Day was celebrated in 20 different locations across the Kingdom of Thailand; many celebrations were organized or held at upscale hotels and resorts. On the other hand, Chiva-Som International Health Resort has once again organized an aid-mission to the remote locations and communities along the Thai and Myanmar border. Volunteers, doctors, nurses and many more joined together to help provide medical aid, education, support and micro-business opportunities to people living in these remote locations. An endeavor to create a positive impact on the lives of the disadvantaged, providing them with the necessary skills, knowledge and materials to become self-sufficient in a mission to help “build communities” was a part of the GWD 2019 celebrations in Thailand.

Italy - In 2019, around 120 events have been organized throughout Italy. The celebrations have been organized in the following cities; Milano, Venezia, Novara, Varese, Torino, Bergamo, Cuneo, Firenze, Empoli, Frosinone, Roma, Ferrara, Bologna, Cagliari, Olbia, Trento, Ravenna, Barletta, Andria, Trani, Lecce, Vibo Valentia, Fermo, Potenza and Matera with more than 3.500 participants. The GWD team also had the support of European School of Economics, Mandarin Oriental Milan, Fitness Network Italia, Wish Foundation, Four Seasons Firenze, Pullman Timi ama, Heraclea Hotel Residence SPA, Dabliù Roma, Palestre Passion Fitness and San Clemente Palace Kempinski Venice.

Vietnam - This year, was the first time Henri Hubert took on the role as GWD Ambassador of Vietnam. The GWD team has put more emphasis on cultivating wellness awareness in local children and young students at the celebrations held in Pullman Hotel, Alba and Fusion Maia. The team deeply believes children are the future of our planet, hence their main focus on “Building Communities” started in schools. They have invited various schools and communities to join the flash mob, giving kids an educational session on wellness. The GWD Vietnam team also provided complimentary access to wellness facilities for the public and most importantly visited an orphanage village. For this year’s GWD celebrations the team wanted children to have fun, to be happy and to live responsibly for themselves and for the community, a great way to bond with the local community.

Brazil - On June 8th, the main focus of the GWD celebrations was building communities and doing good deeds. This year the GWD team wanted to engage participants. A new concept was created where each activity was equivalent to a coin called “Life Coin”. Life Coins were then reversed in “time.” The total points were converted to minutes, totaling 140 hours, valid for the year of 2019 and later used to promote “Mind Alive”, a social project initiated by Dr. Mariela Silveira, GWD Ambassador and a doctor who aims to encourage meditation among children, also hopes the community is inspired to do one step the 7 Step Manifest – “Do A Good Deed”.

Morocco - In Morocco, GWD has been celebrated in 9 different cities; Fes, Marrakech, Casablanca, Agadir, Dakhla, Tanger – Tamuda Bay, Rabat, Essaouira and El Jadida with 28 local and international partners and approximately 600 participants.

Slovenia - In the third year of the GWD celebrations in Slovenia the GWD team managed to increase the number of participants from last year to 2.000 people this year. They also had 27 different celebration events throughout Slovenia supported by Slovenian Institute for Adult Education and the government of Slovenia.

Japan - This year, over 60 events took place throughout Japan from the southern island of Okinawa to the central metropolitan of Tokyo. In 2019 the team’s main aim was to pay respect to their culture, tradition, land and history through GWD activities, emphasizing the importance of wellness. Focusing on traditional and nutritious food, work place wellness, and traditional sports such as martial arts which also helped bring communities together for this year’s GWD celebrations. Seminars on wellness were given to students at schools and universities as well as karate schools. Combining Japan’s strong traditions and culture with wellness help build awareness within different communities.

Kenya - This year GWD was officially celebrated in Kenya for the first time with the GWD Ambassador of Kenya, Loise Machira. One main event was organized at the Trademark Hotel where approximately 150 people attend the event. This year’s theme “Building Communities” was interpreted by the GWD Kenya team through educating participants on how to establish healthy living habits in their lives and by educating the public through a complimentary forum that had experts in all fields of wellness giving free expert advice. The team also felt they were able to raise awareness and create a stronger and healthier community.

South Korea - One main GWD event was organized on June 8th 2019 at the Vista Walkerhill Seoul with a special opening ceremony by the General Manager, followed by healthy cocktails, FIT program, Pilates, body art, aqua paddle yoga and many more. The GWD team focused on this year’s theme of “Building Communities” through inviting people who volunteered for local communities like fire fighters and police officers and got them also involved in the celebrations to build a sense of community with all attendees, volunteers and influencers.

Serbia - Global Wellness Day was celebrated with a main event at Prolom Banja and Niska Spa. The GWD Serbia team had the support of 15 different institutions and associations. They also received major support from the Medvedja Municipality and the Mayor, Dr. Nebojsa Arsic . RTS 1 and TV PRVA, both popular and national TV channels covered the GWD celebrations and also hosted the GWD Ambassador of Serbia, Natasa Ranitovic to help inform the community about the various events.

Canada - 22 different GWD events have been organized throughout Canada in British Columbia, Manitoba, Ontario, Quebec and Prince Edward Island with the estimated participation of 1.800 people. Four Seasons Hotels & Resorts, Marriott Hotels & Resorts, Rosewood Hotels & Resorts, Shangri-La Hotels & Resorts, Eminence Organic Skin Care, Lole, New Balance and Lululemon Athletica were among the international sponsors and supporters of Global Wellness Day this year in Canada.

Ethiopia - Over the years GWD has gained great popularity in Ethiopia and helped increase awareness on wellness. This year with the participation of around 170 people the event featured activities such as mountain biking, nature hiking, fitness classes and a healthy brunch. The GWD celebrations definitely brought different communities together through team building, especially during the mountain hiking. The focus was helping each other and group effort during the different excursions.

Azerbaijan - On the second year GWD is celebrated in Azerbaijan, the team organized a successful main celebration event at the Boulevard Hotel, Autograph Collection featuring activities such as yoga, zumba along with seminars on fitness and nutrition. It is estimated that approximately 1.000 participated in the celebrations. Also other international hotel brands such as Absheron JW Marriott Hotel, Four Seasons Hotel, Hyatt Regency Hotel and Fairmont Hotel celebrated GWD.

Mexico - GWD Mexico had 15 different events with more than 6.500 participants. This year GWD received the official support of Secretaría de Educación Estatal (SEE), Instituto Municipal del Deporte en Tecate (IMDETE), Centro Estatal de las Artes (CEART), Centro Cultural Tecate (CECUTEC), Instituto Municipal del Deporte en Tecate (IMDETE), Centro de Alto Rendimiento de Baja California (CAR), Secretaría de Salud (SS), Desarrollo Integral de la Familia (DIF), Academia de Policías and the Municipality of Patzcuaro.

Cayman Islands - This year was the first year of GWD in the Cayman Islands and the celebrations were supported by local and international brands such as Kimpton Seafire Resort and Spa, Ritz Carlton, Westin, Marriott, Life Extension fitness center, World Gym, Any time fitness center, Kings Sports, Universal fitness, Carla Yee Sing-celebrity fitness trainer, Cayman Sports and South Sound Squash Club. The newly assigned GWD Ambassador of the Cayman Islands, Ram Chatterjee also received and exclusive interview on the Cayman27 news show which helped create awareness for future GWD celebrations.

Zimbabwe - GWD celebrations held in Zimbabwe, Harare were supported by institution and companies such as The Elite School of Beauty, Catholic Church Rhodesville, Harare Botanical Gardens, Grace Beauty Chic and Montague Dental Clinic. With over 460 participants the GWD event focused on building communities. The local church hosted a GWD event and the activities were centered on the local community were a holistic approach covering all aspects of wellness for all age groups, bringing families and the community together were focused on.

USA - Throughout the United States, Global Wellness Day was celebrated in various states such as New York, Ohio, Texas, Virginia, California, Hawaii and Florida with over 85.500 participants. In Ohio, Parade the Circle is a huge community celebration which brings people together through art and wellness. In Florida the Florida Spa Association is built on working as a spa community, a network of leaders connecting and working together to involve their own communities in wellness. WeWorkWell brought together the spa community within California and honored Charlene Florian with a special meditation, a beautiful way to bring everyone together at the end of nature hike. Universal Companies based in Virginia partnered with their local Montessori School to have an afternoon wellness circle as per the “Building Communities” theme and in line with the GWD Kids project. Hippocrates Health Institute, Cleveland Museum of Art and Florida Spa Association were among the many institutions that supported GWD in 2019.

The executive team of Hyatt Hotels Corporation, a \$4 billion publicly traded, global company celebrated GWD along with their employees and guests in properties located across 60+ countries. A specialized GWD toolkit was also prepared by the company and shared with properties globally. Hyatt Hotels Corporation also took Global Wellness Day into their Corporate Calendar to be celebrated globally every year.

This year also Turkish-American Cardiothoracic Surgeon and the host of The Dr. Oz Show, Dr. Mehmet Oz, American talk show host, producer and presenter Oprah Winfrey and Gayle King, American songwriter and record producer DJ Khaled and two time Dancing with the Stars champion and Emmy Award winning actress, Julianne Hough showed their support of GWD through social media.

Macau - On June 8th 2019, GWD was celebrated in Macau for the second time and featured 3 different events at St. Regis Macau, Mandarin Oriental Macau and Grand Hyatt Macau with an estimate of 300 attendees. Even though GWD was fairly new to Macau 20 different organizations showed their support to help create awareness for wellness and GWD.

Peru - Global Wellness Day was celebrated for the second time in Peru this year. It was celebrated at the Plaza de armas de Machupicchu, Urubamba, Cusco and Puerto Maldonado with different activities such as entertaining dance, foot therapy, head massage and a relaxing massages with the support of the Machupicchu Municipality, Inkaterra Hotels, Association of Machupicchu Manual Therapists and Healthy Living Spa.

South Africa - In 2019 GWD was celebrated in 53 spa and salons throughout South Africa with an estimate of 1.300 participants. Many more activities and participants were expected however due to the current political and economic turmoil it was a difficult time for the celebrations. Even though it was a tough time, the GWD team had the support of 5 institutions such as SAAHSP, Child Welfare Organization, Isa Carstens Academy - Pretoria and Stellenbosch, Beauty Therapy Institute and South African Spa Association.

Lithuania - GWD was celebrated in Lithuania for the first time in 9 different cities; Vilnius, Kaunas, Klaipeda, Palanga, Birstonas, Anyksciai, Zapyskis, Kavarskas and Panevezys with approximately 500 people participating in the celebrations. Even though it was Lithuania’s first celebration the team was able to receive the support of Lithuanian Business Women Club, Lithuanian Wellness Association, and Lithuanian Olympic Committee.

Switzerland - This year, Global Wellness Day was celebrated in three cities of Switzerland on June 8th 2019; Lausanne, Zurich and Bad Ragaz with an estimate of 300 attendees. The team focused on this year's theme "Building Communities" and team reached out to different communities, cities and schools to encourage them to participate in the GWD 2019 celebrations.

Argentina - In 2019, GWD was celebrated in 4 different cities; Federación (Province of Entre Ríos), Buenos Aires city (Capital City), San Salvador de Jujuy (Province of Jujuy) and Mendoza (Province of Mendoza). About 30 institutions and associations with more than 15 wellness professionals have collaborated in the organization of GWD 2019 celebrations to help create awareness. It is estimated that approximately 4.000 people attend the events held throughout Argentina.

Israel – On June 8th 2019, a wonderful Global Wellness Day event was organized with different activities like massage treatments, healthy snacks and guest speakers such as Dan and Lonah Chemtai Salpeter – who are the top Israeli track and field Olympic Athletes. This year the GWD team also received the support of The Israeli Innovation Authority.

China - China has been celebrating GWD throughout the years; however this year is the first time GWD celebrations have been organized with an official GWD Ambassador. On June 8th 2019, around 36 activities have been organized in 25 different Chinese cities. The theme of "Building Communities" went well into the GWD celebrations with GWD Ambassador, Peiqin Zhao taking the lead. Her presence helped build stronger relationships between GWD, supporters, neighbors and the overall community.

Costa Rica - In 2019, GWD has been celebrated in 10 different location within Costa Rica with the official support of the congress, from the Costa Rica Tourism Board, Costa Rica Wellness Travel Association, Arenal Chamber, Ministry of Health, San Jose Municipality, Garabito Municipality, National Insurance Institution (INS) and doTerra Oils. Throughout the country it is estimated that more than 700 people participated in the Global Wellness Day 2019 celebrations.

Cyprus - The main Global Wellness Day event held in Cyprus started with Pilates and finished with an hour of Zumba, where 10 different Zumba clubs came together for an extraordinary activity. It is estimated that around 4.000 people participated in this year's celebrations. Apart for companies and other supporters the GWD Cyprus team had the official support of the Ministry of Tourism in Cyprus as a main sponsor.

Ireland - GWD was celebrated at 4 different locations; The Brehon & Angsana Spa, The Killarney Park Hotel & Spa, The Ballygarry Hotel & Spa, Ashford Castle Hotel & Spa and Seafield Hotel & Spa with various activities and an estimated attendance of 400 people. The GWD team in Ireland focused on the importance of wellness and its availability to all and made sure to include the sense of community and team work in each activity that was organized throughout the day. For future celebrations the GWD team is aiming to receive the support of the Irish Spa Association, which is a new federation within the country.

Turkey – On June 8th, Global Wellness Day has organized on a public beach located on the southern coast of Turkey, in Kusadasi with yoga, zumba, body boost and kids fitness activities. The main aim in having the celebrations in this public location was to incorporate people from all walks of life into the GWD celebrations. No matter what the socio-economic status of the participants were, everyone young and old was able to attend the event and discover their wellness outlook. GWD was celebrated throughout Turkey with over 44.000 participants. 18 different GWD celebration events have been organized individually at companies, hotels and NGOs. In 2019, GWD has reached 322.665 USD worth advertising equivalency through print, TV and online media in Turkey. Municipality of Kusadasi, Mayor of Kusadasi, Municipality of Sapanca, Sakarya Directorate of County Tourism Culture, The Union of Touristic Hotel Management, Business Administrators and Investors (TUROB) and Breath Coaching Federation (BCF) have supported Global Wellness Day in 2019 and Hilton Hotels & Resorts, Four Seasons Hotel Hotels & Resorts, Swissotel Hotels & Resorts, Shangri-La Hotels & Resorts, Mandarin Oriental Hotel Group, Raffles Hotels & Resorts, Hyatt Hotels, LifeCo, Richmond Hotels, Migros, Eti and Beko were among the global sponsors.

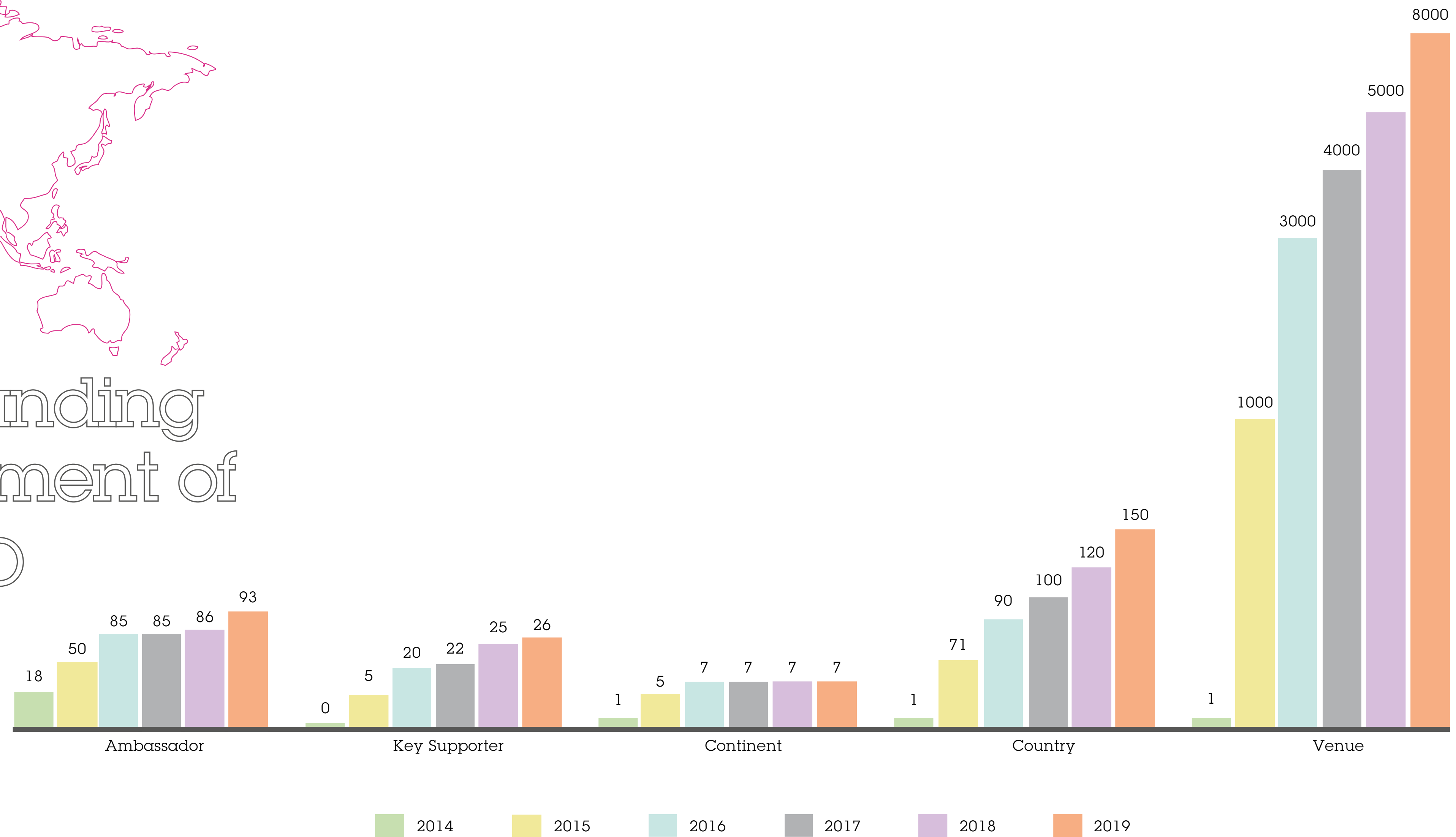
Romania - In 2019, around 16 various celebration events have been organized throughout Romania with an estimate of 540 participants. The attendees took part in collective meditation and breathing workshops, yoga and stretching classes, and discussed the benefits of wellness. The GWD celebrations brought each community together while learning valuable wellbeing techniques that can be applied into everyone's daily routine.

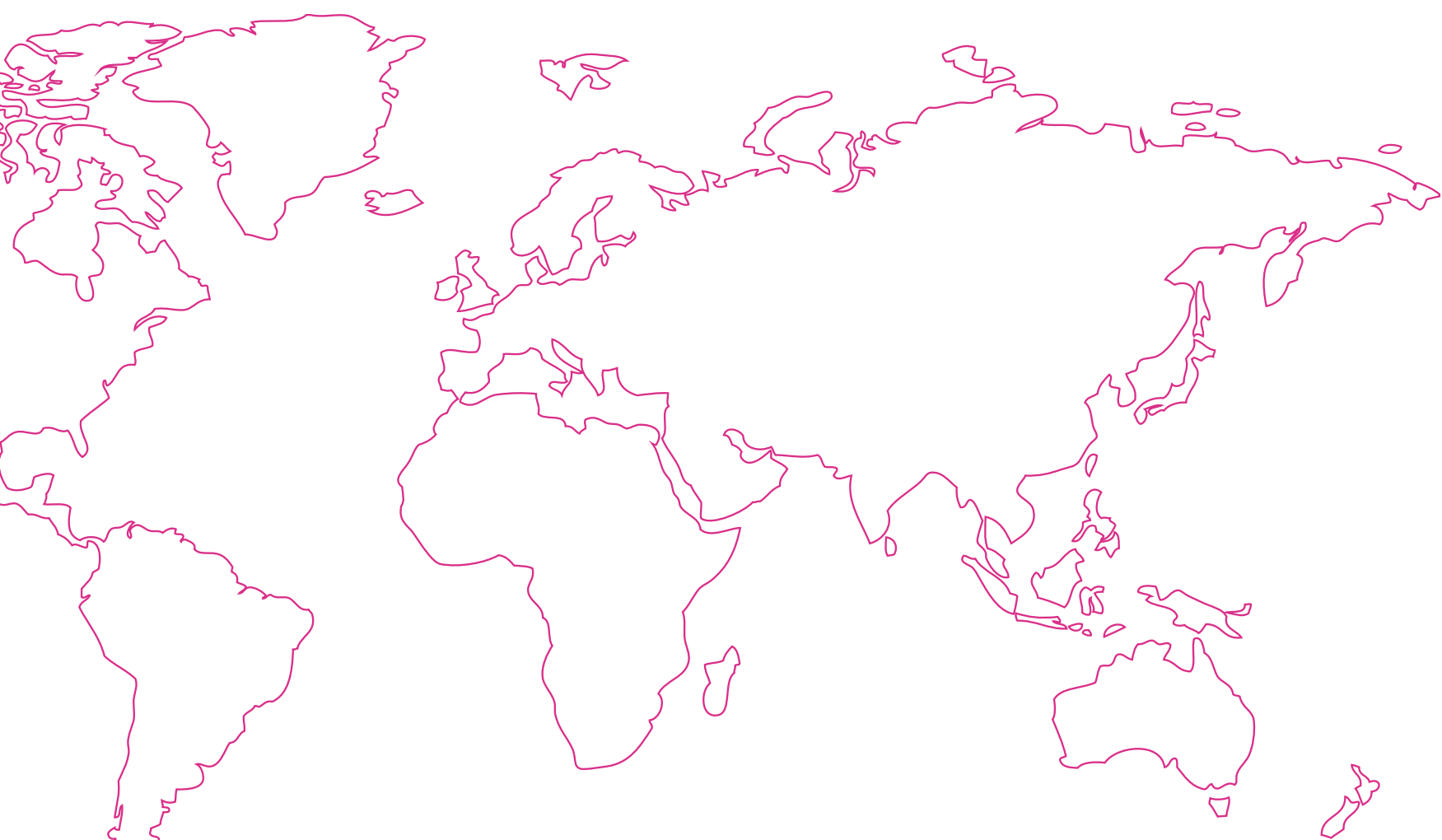
Spain – On June 8th 2019, Global Wellness Day was celebrated in over 20 different locations throughout Spain such as Mequinenza, Tenerife Island, Barcelona and Malaga with more than 1.000 participants. The GWD Spain team also had the official support of Ourense Municipality and Mayor, Mequinenza Town Hall, Tenerife Municipality and Mayor, Benalmádena Town Hall among many others.

Sweden - This year, for the first time, GWD was organized in Gothenburg, Sweden in the exclusive club of Nordic Wellness. The day was planned with 3 lectures about healthy nutrition: "*how to plan a healthy diet*", mental wellbeing: "*10 tips to improve the quality of your everyday life*" and physical training: "*introduction to understanding of exercises*". Also 3 training sessions took place: spinning class, high intensity interval training class and yoga flow with over 100 participants.

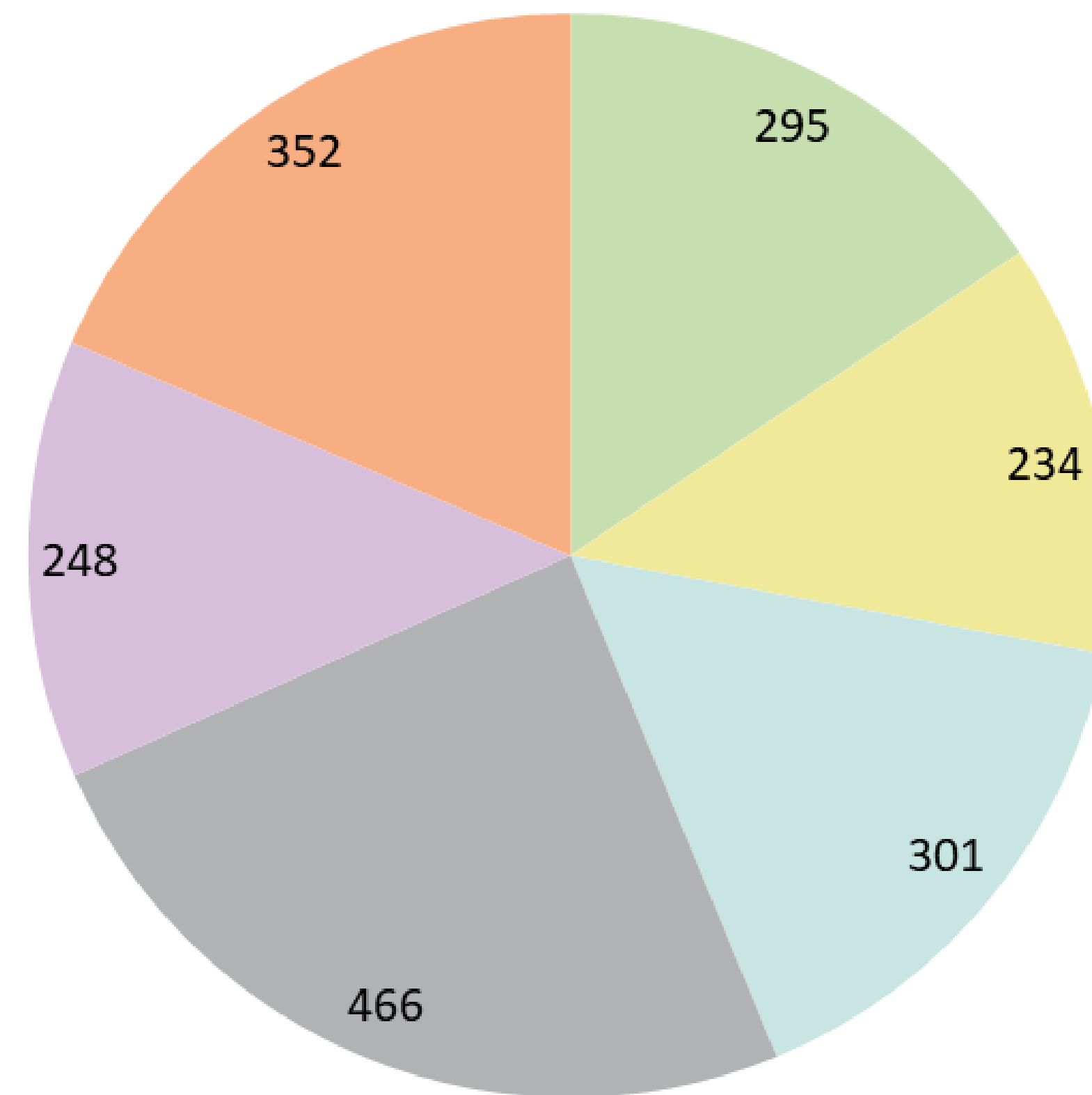


Outstanding Achievement of GWD





The Number of GWD Events Organized in 2019

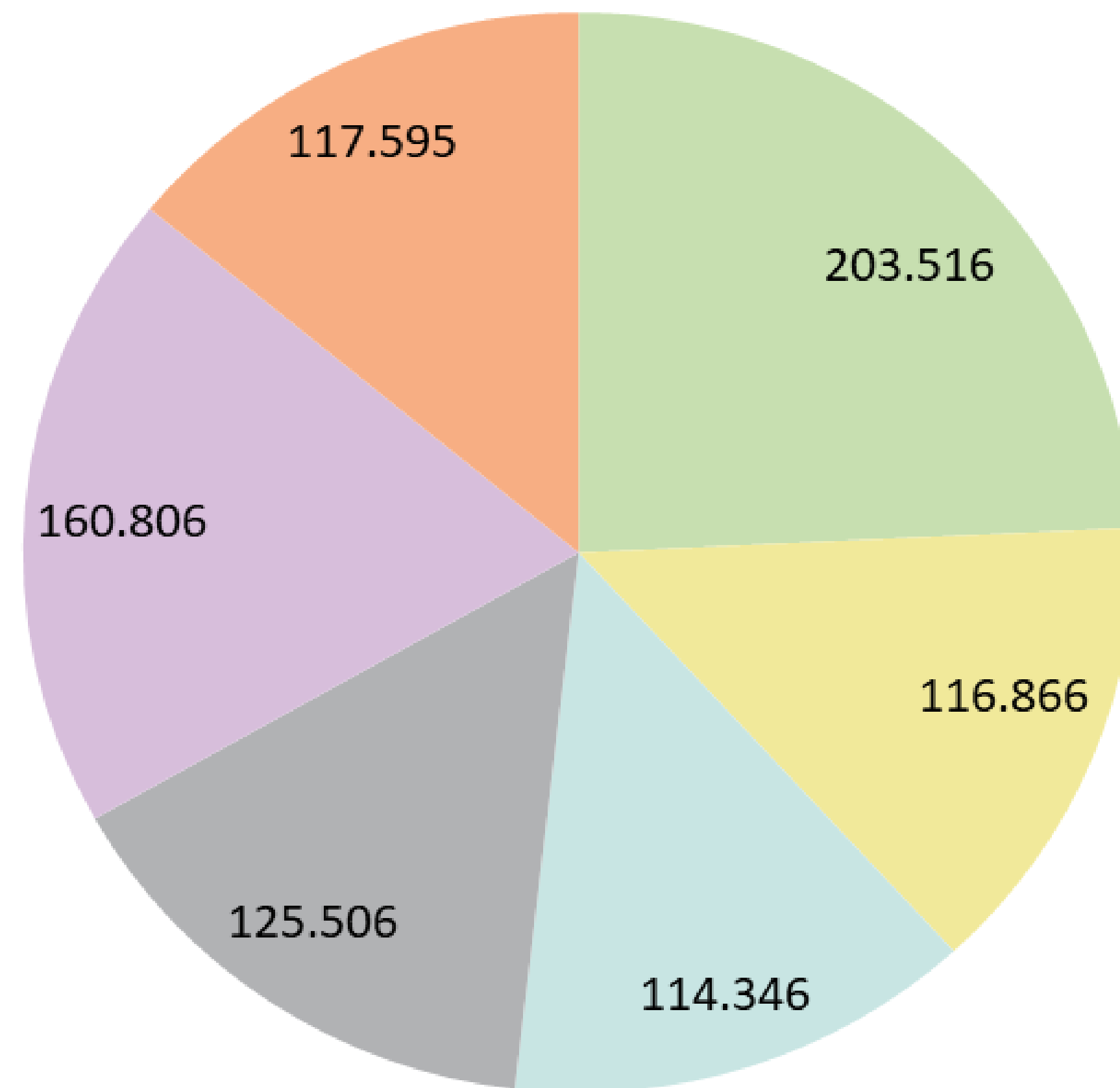


■ North America ■ South America ■ Africa ■ Europe ■ Eurasia ■ Asia

Total: 1.896



The Number of People Participated in GWD Events 2019

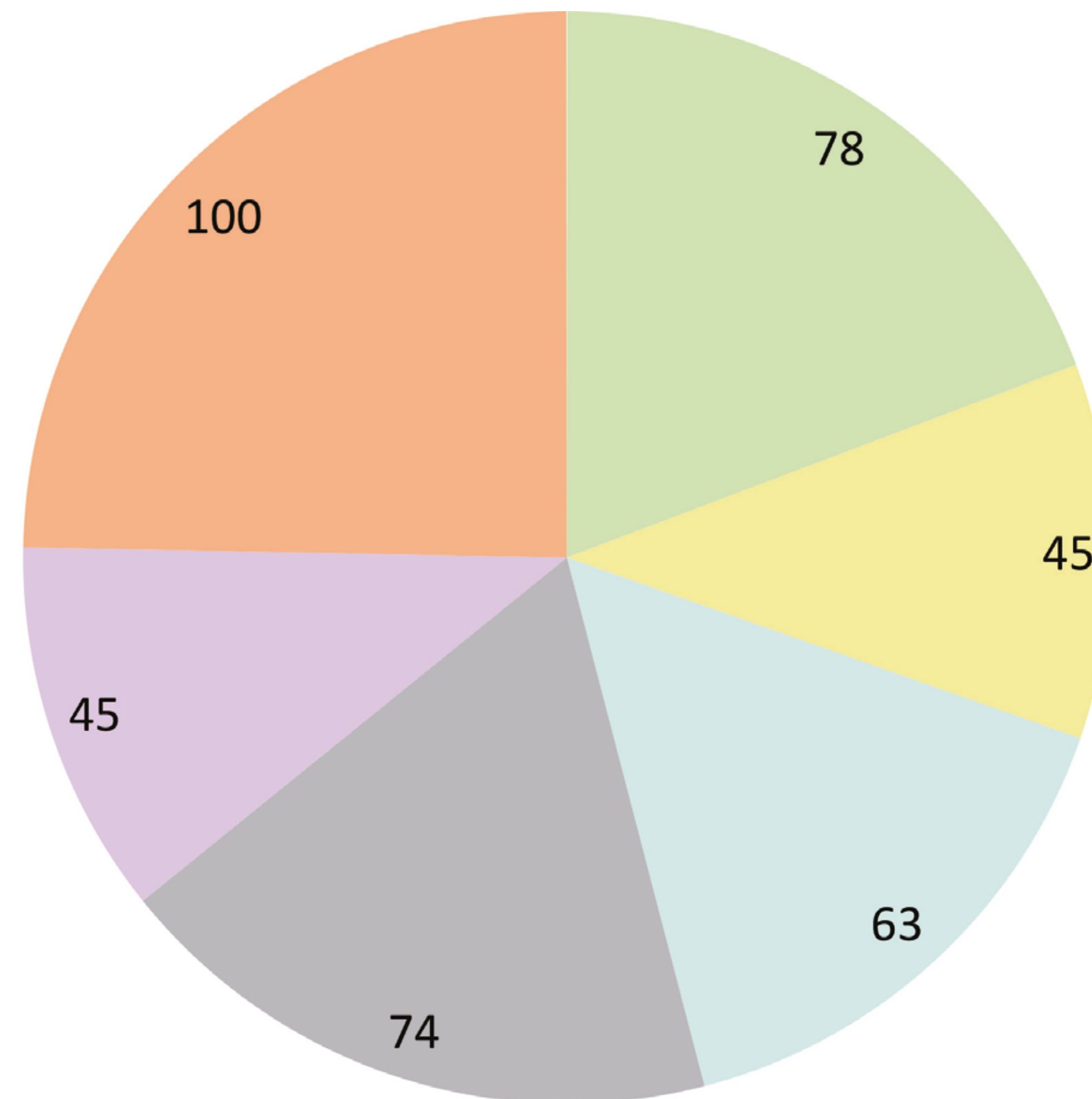


■ North America ■ South America ■ Africa ■ Europe ■ Eurasia ■ Asia

Total: 838.635



The Number of Official Organizations Supported/Celebrated GWD in 2019



■ North America ■ South America ■ Africa ■ Europe ■ Eurasia ■ Asia

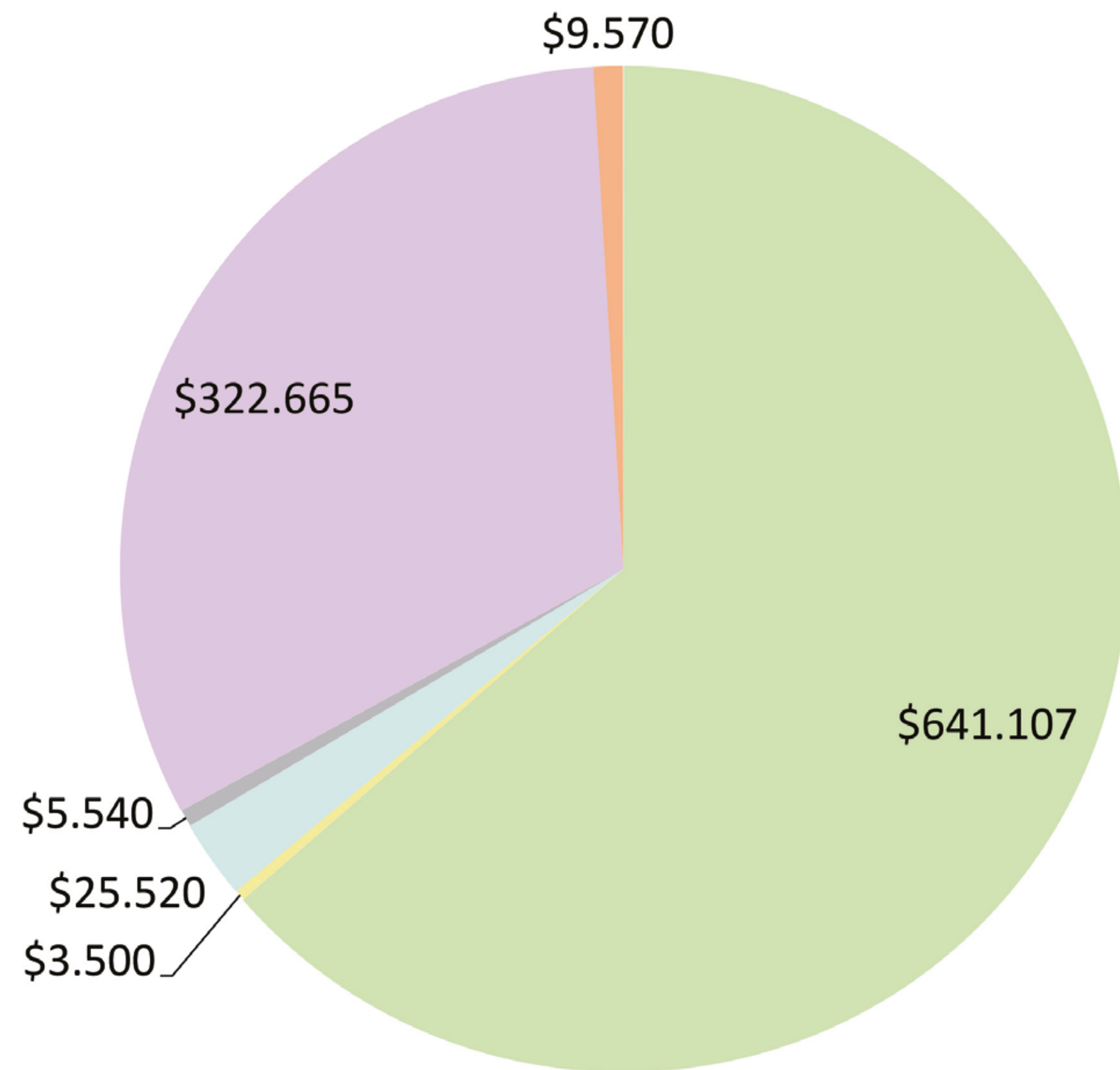
Total: 405



Please note that GWD graphic above is only based on 34 GWD country reports. The graphics are not based on all of 150 countries that celebrated GWD in 2019.



GWD Advertising Value in 2019



■ North America ■ South America ■ Africa ■ Europe ■ Eurasia ■ Asia

Total: \$1.007.902



Argentina

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Teresita Van Strate

Argentina

The number of GWD events/activities that have been organized in Argentina:

In 2019 Global Wellness Day was celebrated in 4 different cities: Federación (Province of Entre Ríos), Buenos Aires city (Capital City), San Salvador de Jujuy (Province of Jujuy) and Mendoza (Province of Mendoza). In the city of Federación (Province of Entre Ríos) Key Supporter Graciela A. Racedo who is also the Secretary of Tourism at the Municipality of Federación organized a week of celebration events leading up to June 8th as listed below:

- House of Culture - Activities: Zumba, Latin Dance, Dancing for adults, Jazz dance with Camila and singing
- Nucleus of Innovation and Development of Opportunities (NIDO) - Activity: Dance Workshop and Bijouterie Workshop
- Kindergarten “El Duendesito Travieso”- Activity: Painting, Pastry and Nutrition Workshops
- Bay Casino - Activity: Seminars on wellness and GWD, zumba with Florencia Maidana. In schools; yoga “body, mind and heart”, breathing and rhythm workshop with Daniela Vago
- Artisans Walk - Activities: Mandalas Workshop
- Renacer - Activities: Dance and Folklore Workshop
- Home for the Elderly - Activities: Global Wellness Day with the Grandparents
- Thermal Park - Activities: Massages and facial treatments by Marisa Sessarego School; Aqua Gym with Daniela Vago, Movement and Aqua Gym with Miriam Pazzano of Cross Center and Yoga with Celeste Rodriguez
- Spa Mandisovi - Activities: Water circuit, pools, sauna and passive gymnastics
- Spa Sens En Arena Resort - Activities: Yoga class, harmony with singing bowls and meditation
- Spa Neroli in Apart Hotel Federacion - Activities: Yoga class,

water circuits and discussions on wellbeing with Lic. Leonardo Olavarriaga

- Spa Costa Del Sol - Activity: Hydrotherapy Classes

During the Global Wellness Day celebrations, seminars were held featuring the 7 Step Manifest, CPR talks carried out by the Health Department of the municipality and the Lifeguards of the Aquatic Park. Workshops on such as nutrition, activities such as aqua gym in the thermal pool, yoga and relaxation, samba, salsa, Latin rhythm classes, cross fit, zumba, Pilates, recycling workshop, were also organized.

In the city of Mednoza (Province of Mendoza) Park Hyatt Mendoza organized a master class session of yoga for visitors and guests.

In Buenos Aires, the capital of Argentina, GWD Ambassador Teresita Van Strate organized a celebration with the support of TVS Asesorías Técnicas while One Massage and Espacio Aura Yoga organized an introductory seminar on wellness and mediation with ancestral sounds for GWD at the Faena Hotel Buenos Aires. Also the Palacio Duhau - Park Hyatt Buenos Aires team organized a master class session of yoga for visitors and guests.

The number of people who participated in the GWD events/activities in Argentina:

Throughout Argentina it is estimated that 4.000 people participated in the Global Wellness Day 2019 celebrations.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

From the celebrations held since 2016 in the city of Federation, Professor Celeste Rodriguez created the project “Yoga en la escuela”

(Yoga at School) and obtained great results. She was declared an illustrious teacher, receiving the Maestro Manuel Antequeda award, and she managed to get other teachers to carry out the same experience in other schools. Together they are proving that doing yoga and meditation at school helps to improve children’s behaviors, reduce anxiety, and reduce violence.

The number of institutions, federations, associations, professional trade organizations who supported and/or celebrated GWD in Argentina:

Around 30 public institutions, professional trade and business and more than 15 professionals celebrated and supported GWD during the 2019 celebrations in Argentina, as seen listed below:

Government and public institutions:

- Gobierno Municipal de la Ciudad de Federación (Government of Federación)
- Department of Tourism of the Municipality of Federation
- Department of Culture of the Municipality of Federation
- Department of Health of the Municipality of Federation
- Kindergarten “El Duendecito Travieso”
- Kindergarten “El Principito”
- NINA School No. 68
- School No. 1 Carlos Pellegrini
- Kindergarten “Casita de Sol” Educational Unit No. 24
- Casa de la Cultura de la Ciudad de Federación
- Grupo de Guardavidas del Parque Termal (Group of Lifeguard of the Thermal Park)
- Nucleus of Innovation and Development of Opportunities (Nido)



Argentina

- Hogar de Ancianos
- Museo de los Asentamientos
- Ente Turismo Mendoza

Business:

- Spa Mandisovi
- Spa Sens In Arena Resort
- Spa Nerolí In Apart Hotel Federación
- Spa Costa Del Sol
- Paseo de los Artesanos
- One Massage Buenos Aires
- One Massage Jujuy
- TVS Asesorías Técnicas
- Fundación Columbia
- Cross Center Gyms
- Espacio Aura Yoga
- Escuela de Marisa Sessarego

The worldwide international sponsors of GWD events in Argentina:

For the third year in a row, GWD Argentina team collaborated with Faena Hotel Buenos Aires and had Park Hyatt Mendoza and Palacio Duhau – Park Hyatt Buenos Aires support them for the first time this year.

The media coverage reports of events/activities along with the advertising value equivalency:

Great media coverage for the GWD celebrations in Argentina has been received and can be seen below. The estimated advertising value of the media coverage is approximately 3.500 USD.

- Ahora.com.ar: <https://ahora.com.ar/federacion-dice-si-el-dia-mundial-del-bienestar-n4179361>
- Concordiahoy.com.ar: <https://concordiahoy.com.ar/dia-mundial-del-bienestar-global-wellness-day/>

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- 7 Páginas, Noticias de la región de Salto Grande: https://www.7paginas.com.ar/2019/06/federacion-dice-si-dia-mundial-del.html?fbclid=IwAR0bDQfOR2EhVlluS3-3Qfzt8f62cHX7HeJJkrv32D2suBr5wld_E76sK5w
- Municipios Argentina: <https://www.municipiosdeargentina.com/noticias/2019/05/13/29047-federacion-lidera-la-celebraciones-del-dia-mundial-del-bienestar--global-wellness-day--en-argentina>
- Notitur Noticias Turísticas: <http://notitur.com.ar/celebracion-del-global-wellness-day/>
- Contexto turístico: <http://contextoturistico.com/?p=2895>
- Radio Turistica: <http://radioturistica.com.ar/2019/06/07/celebracion-del-global-wellness-day/>
- Daily Travelling News: <https://dailyweb.com.ar/noticias/val/32959-17/8-de-junio-dia-mundial-del-bienestar.html>
- Diario UNO: <https://www.unoentrerios.com.ar/la-provincia/destacan-los-beneficios-la-practica-yoga-escuelas-entrerrianas-n2510642.html>
- Mendozachic.com: <https://www.mendozachic.com/contenidos/noticias/global-wellness-day-bienestar-simultaneo-en-latinoamerica/>
- Prensa Gobierno de Mendoza: <http://www.prensa.mendoza.gov.ar/grandes-propuestas-para-disfrutar-el-fin-de-semana-en-mendoza/>
- Fundación Columbia: <https://www.facebook.com/fundacioncolumbia/photos/p.2175529035879381/2175529035879381/?type=1&theater>
- https://www.fundacioncolumbia.org/masinfo_act/1611/





Azerbaijan

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Anna Tiryaki

Azerbaijan

The number of GWD events/activities that have been organized in Azerbaijan:

Global Wellness Day was celebrated with a main event held at the Boulevard Hotel, Autograph Collection. Other events also took place at the Absheron JW Marriott Hotel, Four Seasons Hotel, Hyatt Regency Hotel and Fairmont Hotel.

The number of people who participated in the GWD events/activities in Azerbaijan:

Throughout Azerbaijan it is estimated that 1000 people attended the Global Wellness Day 2019 celebrations.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The “Building Communities” theme was mainly focused on through offering complimentary activities on Global Wellness Day not only to hotel guests but the entire public. People from different cultures and backgrounds came together through team building activities and wellness seminars.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Azerbaijan:

During the Global Wellness Day celebrations 11 companies supported the GWD Azerbaijan team as listed below:

- Boulevard Hotel Autograph Collection
- Medline Esthetic Center (represented Ericson Laboratoire brand)
- She Fitness Wellness Centre

- The Club Fitness & SPA Centre
- Aquavita Waters
- Iceland Ice-creams
- Fit Diet
- Berqa Tea
- Zeytun Baglari Oil
- Boomerang Label
- Vinyl Gastro Cafe

The worldwide international sponsors of GWD events in Azerbaijan:

In 2019 Boulevard Hotel, Autograph Collection, Absheron JW Marriott Hotel, Four Seasons Hotel, Hyatt Regency Hotel and Fairmont Hotel were among the international supporters of GWD in Azerbaijan.

The media coverage reports of events/activities along with the advertising value equivalency:

This year main coverage was gained from Boulevard Hotel, Autograph Collection’s official social media channels.

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Brazil

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Rochele Silveira
Mariela Silveira

Brazil

The number of GWD events/activities that have been organized in Brazil:

7 Global Wellness Day events were held this year, one for every step of the manifesto. All activities took place at Kurotel spa, with the involvement of the company's team, family and community. One big event in Gramado City, open to the public focusing on physical activity as also organized.

The number of people who participated in the GWD events/activities in Brazil:

This year approximately 500 people participated directly in the GWD celebrations. Additionally a significant number of people were reached through social networks and online magazines.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The Kurotel clinic and spa team were invited to help spread the 7 Step Manifest of the Global Wellness Day throughout the company and community. In 2019, to engage participants, a new concept was created to work these programs in-house, where each activity was equivalent to a coin called “Life Coin”. Life Coins were then reversed in “time.” The total points were converted to minutes, totaling 140 hours, valid for the year 2019, which Kurotel employees used to promote “Mind Alive”, a social project initiated by Dr. Mariela Silveira - GWD Ambassador and a doctor who aims to encourage meditation among children, also hopes the community is inspired to do one step the 7 Step Manifest – “Do A Good Deed”.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Brazil:

10 institutions, associations, schools and professional trade organizations have collaborated and participated in the organization of GWD 2019 celebrations within Brazil as seen listed below:

- Marista Maria Imaculada School
- Santos Dumont School
- Pan American School of Porto Alegre
- Gentil Bonatto School
- Henrique Bertolucci School
- Unisinos University
- Brilho do Sol Association
- Padre Cacique Association
- Mind Alive Organization
- Well-Being Integrative Forum

The worldwide international sponsors of GWD events in Brazil:

During the 2019 Global Wellness Day celebrations the GWD Brazil team had more local rather than worldwide international supporters.

The media coverage reports of events/activities along with the advertising value equivalency:

- <http://revistaeconomia.com.br/7-passos-para-viver-melhor/>
- <https://www.guairanews.com/2019/06/27/7-passos-para-viver-melhor/>
- <https://paticionunes.blogspot.com/2019/06/7-passos-para-viver-melhor.html>
- <https://www.bonde.com.br/comportamento/familia/confira-7-passos-para-viver-melhor-498220.html>
- <https://revistanovafamilia.com.br/7-passos-para-viver-melhor-uma-rotina-mais-saudavel-em-equilibrio/>
- <https://www.amanhecerdasnoticias.com/2019/06/7-passos-para-viver-melhor.html>
- <http://sintoniasp.blogspot.com/2019/06/saude-7-passos-para-viver-melhor.html>
- <https://www.cathacastro.com.br/single-post/2019/06/03/Hotel-em-S%C3%A3o-Paulo-promove-programa%C3%A7%C3%A3o-especial-para-o-Global-Wellness-Day-2019>

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Canada

C O U N T R Y
R E P O R T
2 0 1 9

Jessica Timberlake
Dany Brind'Amour

The number of GWD events/activities that have been organized in Canada:

During the 2019 GWD celebrations held in Canada a total of 22 total activities were held throughout Vancouver - British Columbia, Osoyoos - British Columbia, Whistler - British Columbia, Winnipeg - Manitoba, Toronto - Ontario, Montreal - Quebec, Chelsea - Quebec, Peterborough - Ontario and Charlottetown - Prince Edward Island.

The number of people who participated in the GWD events/activities held in Canada:

An estimated amount of 1.800 people participated in the GWD events this year. Additionally, 1.484 people were reached through GWD Social Media and blogs during June 2019.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The GWD Canada team incorporated the theme “Building Communities” into their celebrations by having volunteers visit the Ronald McDonald Charity houses in Manitoba, British Columbia & Yukon. The volunteers also delivered organic produce to the pediatric patients and their families. Also this theme was carried out in other areas of Canada by making sure wellness and related activities were readily available to all; making sure to include the sense of community and team work in each activity that was organized throughout the day.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Canada:

This year the GWD Canada team had the support of different brands and companies rather than institutions, federations or associations.

The worldwide international sponsors of GWD events in Canada:

Four Seasons Hotels & Resorts, Marriott Hotels & Resorts, Rosewood Hotels & Resorts, Shangri-La Hotels & Resorts, Eminence Organic Skin Care, Lole, New Balance and Lululemon Athletica were among the worldwide international sponsors and supporters of GWD this year in Canada.

The media coverage reports of events/activities along with the advertising value equivalency:

The potential impression received from the media coverage list below was 6,929,519 for the 2019 GWD celebrations.

- <https://www.prlog.org/12771576-eighth-annual-global-wellness-day-celebration.html>
- <https://insidevancouver.ca/2019/05/25/global-wellness-day-2019-four-seasons-hotel-vancouver/>
- <https://osoyoostoday.ca/event/global-wellness-day/>
- <https://www.osoyoostimes.com/global-wellness-day-celebrated-locally-this-weekend/>
- <https://oliverdailynews.com/saturday-look-for-a-wellness-hub-in-osoyoos/>
- <http://shopuptown.ca/cultivating-wellness/>
- <https://www.trifargo.com/blog/2019/06/06/spas-celebrating-global-wellness-day/>
- <https://nomada.ca/experience/wanderwell-global-wellness-day-one-and-only-palmilla-yoga-self-care-june-2019>
- <https://www.castanet.net/news/Penticton/257887/Check-in-on-your-wellness>
- <https://etcanada.com/news/461987/oprah-winfrey-reveals-she-was-pre-diabetic-before-joining-ww/>
- <https://risepeople.com/blog/8-activities-to-incorporate-into-your-workplace-wellness-program/>
- <https://linitiative.ca/International/le-groupe-accor-devoile-sa-programmation-estivale/>
- <http://www.wellhomeglobal.com/news/Healthy-celebrations-organised-around-the-world-for-Global-Wellness-Day/341772>
- <https://myvancity.ca/2019/05/31/four-seasons-hotel-vancouver-packs-their-pool-deck-with-the-citys-top-local-wellness-experts-to-celebrate-global-wellness-day/>
- <https://www.insidevancouver.ca/2019/05/26/june-2019-vancouver-wellness-events/?fbclid=IwAR1IZsOsx5vYBeU2vJvePQgV7fD8zHb4NPgSo0Z2Ck-FWwopWLUkN47uhGU>
- <https://www.marketscreener.com/LULULEMON-ATHLETICA-INC-40449575/news/Lululemon-Athletica-FOUR-SEASONS-HOTEL-VANCOUVER-PACKS-THEIR-POOL-DECK-WITH-THE-CITY-S-TOP-LOCAL-W-28661633/>
- <https://www.dayspamagazine.com/global-wellness-day-celebrations-set-for-june-8-2019/>
- <https://press.fourseasons.com/news-releases/2019/global-wellness-day/>





Cayman Islands

C O U N T R Y
R E P O R T
2 0 1 9

Ram Chatterjee

Cayman Islands

The number of GWD activities/events organized in the Cayman Islands:

This was the first year Global Wellness Day was celebrated in the Cayman Islands. Even though the message and concept is fairly new to the island this year the GWD team had 11 locations join the celebrations.

The number of people who participated in the GWD events/activities in the Cayman Islands:

An estimated of 250 people participated in the first ever GWD celebrations held in the Cayman Islands.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

This year’s theme on the island was “Back to Basics” were the celebrations focused more on community service, mental wellness, importance of sleep and balanced diet.

The number of institutions, federations, associations, professional trade organizations supported/celebrated GWD in the Cayman Islands:

During the first year of the GWD celebrations in the Cayman Islands the team had the support of different local and international brands and companies rather than institutions, federations or associations such as Kimpton Seafire Resort and Spa, Ritz Carlton, Westin, Marriott, Life Extension fitness center, World Gym, Any time fitness center, Kings Sports, Universal fitness, Carla Yee Sing-celebrity fitness trainer, Cayman Sports and South Sound Squash Club.

The worldwide international sponsors of GWD events in the Cayman Islands:

Kimpton Seafire Resort & Spa, Ritz Carlton, Westin and Marriott were among the international supporters and sponsors of GWD this year in the Cayman Islands.

The media coverage reports of events/activities along with the advertising value equivalency:

- <https://www.americanspa.com/wellness/11-ways-indulge-global-wellness-day>
- <https://livestream.com/cayman27/online/videos/191828562>
- <http://www.caymaniantimes.ky/Kimpton-to-celebrate-Global-Wellness-Day>





China

C O U N T R Y
R E P O R T
2 0 1 9

Peiqin Zhao

China

The number of GWD activities/events organized in China:

China has been celebrating GWD throughout the years; however this year is the first time GWD celebrations have been organized with an official GWD Ambassador, Peiqin Zhao.

In 2019, at least 36 activities have been organized in 25 different Chinese cities as listed below:

- Anji : Alila Hotel
- Baotou : Shangri-La Hotel Baotou
- Beijing : Laya yoga, The Opposite House, Mandarin Oriental Hotel, Park Hyatt Beijing, China World Summit Wing Beijing, NICE CREAM
- Chengdu : Temple House
- Chongqing : Hyatt Regency Chongqing
- Guangzhou : Shangri-La Hotel, Four Seasons Hotel,
- Hangzhou: Grand Hyatt Hangzhou
- Harbin : Songbei Shangri-La
- Fuzhou : Shangri-La Hotel Fuzhou
- Hong Kong : Logos Chinese Medicine Clinic
- Qingdao : Hyatt Regency Qingdao
- Qinhuangdao : Shangri-La Hotel Qinhuangdao
- Qufu : Shangri-La Hotel Qufu
- Shanghai : Linwards, Kerry Hotel Pudong, Four Seasons Hotel Shanghai, Shanghai
- Hongkou Guangzhong Road Elementary School, Shanghai Foreign Language School
- Shenyang : Hotel Jen Shenyang
- Shenzhen : Grand Hyatt Shenzhen, Four Seasons Shenzhen, Futian Shangri-La
- Sanya : Grand Hyatt Sanya, Rosewood Sanya
- Tangshan : Shangri-La Hotel Tangshan

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- Tianjin : Four Seasons Tianjin
- Wuhan : Hyatt Regency Wuhan Optics Valley
- WuyiShan : Tea House
- Xiamen : Shangri-La Hotel Xiamen
- Xian :Shangri-La Hotel Xian
- Zhangjiakou : Hyatt Place Chongli

The number of people who participated in the GWD events/activities in China:

It is estimated that approximately 815 people attended the GWD celebrations held throughout China.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The theme of “Building Communities” went well into the GWD celebrations with GWD Ambassador, Peiqin Zhao taking the lead. Her presence helped build stronger relationships between GWD, supporters, neighbors and the overall community. This year it was also possible to strengthen the trust between brands and the community.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in China:

As the new GWD Ambassador of China joined the team this year, they mainly had the support of different local and international brands and companies rather than institutions, federations or associations.

The worldwide international sponsors of GWD events in China:

Four Seasons, Mandarin Oriental, Hyatt, Shangri-La and Swire Properties were among the worldwide international sponsors and supporters of GWD celebrations in China.

The media coverage reports of events/activities along with the advertising value equivalency:

- <https://www.weibo.com/ttarticle/p/show?id=2309404379110020383902>
- <http://www.kfdaily.com.cn/life/2019/0614/18774.html>
- <https://mp.weixin.qq.com/s/syypQFctgJGgIcEeie2rjw>
- <https://mp.weixin.qq.com/s/qvxEXeFhZ4Adl2GeSykyjg>
- https://mp.weixin.qq.com/s/9Iwef0u_zPT-s-f4BaBhVg
- <https://mp.weixin.qq.com/s/PrL7nP2ZcmyL5OkVMFW4A>
- <https://mp.weixin.qq.com/s/piWhlabhYag0QIFbCWDIw>
- https://mp.weixin.qq.com/s/xQu49gRmz90sE_0f-gKACw
- https://mp.weixin.qq.com/s/j8paCeaKmKs_I946ILOClg
- https://mp.weixin.qq.com/s/g08L_DA-gySTwAGDrYt3ZQ





Costa Rica

C O U N T R Y
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Laura Barrantes Requeno

Costa Rica

The number of GWD activities/events organized in Costa Rica:

Several different events have been organized throughout Costa Rica as seen in the below list:

- San Jose
- Turrialba
- Fortuna
- Central Pacific
- South Pacific
- Atenas
- Alajuela
- Heredia
- South Caribbean
- Guanacaste

The number of people who participated in the GWD events/activities in Costa Rica:

Throughout the country it is estimated that more than 700 people participated in the Global Wellness Day 2019 celebrations.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Since all educational, physical and recreational activities were free of charge this helped interest and bring together different groups of people and communities together. The governmental support also helped the GWD team reach these communities.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Costa Rica:

This year the Congress, from the Costa Rica Tourism Board, Costa Rica Wellness Travel Association, Arenal Chamber, Ministry of Health (regional office), San Jose Municipality, Garabito Municipality, National Insurance Institution (INS) and doTerra Oils supported and celebrated GWD in Costa Rica.

The worldwide international sponsors of GWD events in Costa Rica:

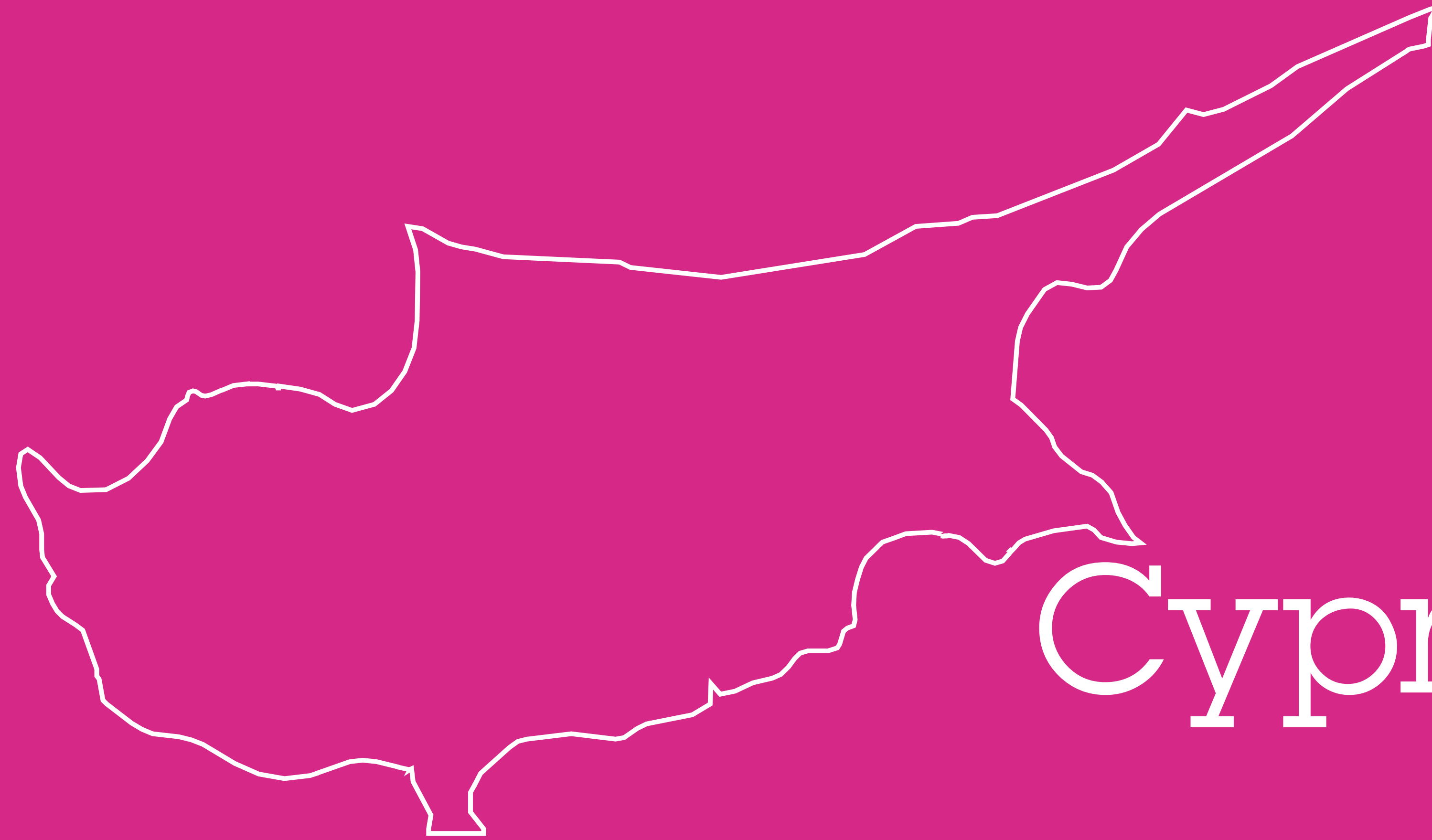
Marriott Hotel Heredia, InterContinental Hotel, Hacienda an Auberge Resort and Andaz Hotel Guanacaste were among the international brands that supported GWD.

The media coverage reports of events/activities along with the advertising value equivalency:

The average impressions received from the media coverage list below was 183,310 with an estimated advertising value equivalency of 11,768 USD.

- <http://revistasumma.com/costa-rica-celebrara-dia-mundial-del-bienestar/>
- <https://www.revistaperfil.com/bienestar/salud/7-habitos-para-mejorar-su-calidad-de-vida/UXV22VFY2BAYLFBFBIX6YV35M/story/>
- <https://tintavivacostarica.com/2019/06/06/costa-rica-celebrara-dia-mundial-del-bienestar-con-actividades-gratuitas/>
- <https://www.larepublica.net/noticia/yoga-sera-una-de-las-actividades-gratuitas-o-de-bajo-costo-por-dia-del-bienestar>
- <https://www.vidayexito.net/estilo-de-vida/aprenda-ocho-habitos-sencillos-para-disfrutar-de-mayor-bienestar/>
- <https://sanjosevolando.com/eventos/2019/6/8/global-wellness-day-costa-rica-2019>
- <http://turisticonews.com/index.php?page=Costa%20Rica%20celebraraa%20Daia%20Mundial%20del%20Bienestar%20c>





Cyprus

C O U N T R Y
R E P O R T
2 0 1 9

George Tavelis

Cyprus

The number of GWD activities/events organized in Cyprus:

The main Global Wellness Day event held in Cyprus started with Pilates and finished with an hour of Zumba, where 10 different Zumba clubs came together for an extraordinary activity.

The number of people who participated in the GWD events/activities in Cyprus:

This year an estimated total of 4/000 people participated in the GWD celebrations held in Cyprus.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

During Global Wellness Day, the team focused on overall wellness, bring communities together to increase awareness, to educate and to inform that making better choices about their health and wellbeing is actually not very difficult.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Cyprus:

The Ministry of Tourism in Cyprus was the main sponsor of the GWD celebrations.

The worldwide international sponsors of GWD events in Cyprus:

This year the GWD Cyprus team had the support of different local brands and companies rather than international ones:

- Sanctum Spa & Fitness At Limassol Marina
- Four Season Hotel
- ST Rafael Hotel
- Aphrodite Hills Resort
- Melissi Hotel & Spa
- Elysium Hotel
- Anaplasia Gym
- BodySense
- Chs
- Filippou Gym
- Kondylis Fitness Centre
- Salveo Gym

The media coverage reports of events/activities along with the advertising value equivalency:

The 2019 GWD celebrations in Cyprus were announced and marketed over various social media channels rather than traditional media.

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Ethiopia

COUNTRY
REPORT
2019

Simone Lipari

Ethiopia

The number of GWD activities/events organized in Ethiopia:

In Ethiopia one main event organized by Tilla Health Club at the Botanical Garden in the mountains above Addis Ababa. Different activities took place such as mountain biking, hiking, fitness class and healthy brunch.

The number of people who participated in the GWD events/activities in Ethiopia:

2019 was the third year of Global Wellness Day in Ethiopia and with the efforts of the GWD Ethiopia team the awareness has increased. This year approximately 170 people participated in the GWD celebrations.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The GWD activities in Ethiopia brought different communities together through team building, especially during the mountain hiking. The focus was helping each other and group effort during the different excursions.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Ethiopia:

This year the GWD Ethiopia team had the support of a local brand, Tilla Health Club and Tilla Airport Spa, rather than institutions, federations or associations.

The worldwide international sponsors of GWD events in Ethiopia:

In 2019 there were local sponsors and supporters rather than worldwide international brands in Ethiopia.

The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations were broadcasted live on social media pages and had a visibility of more than 1500 views, which is double than the previous years. The GWD team also is looking forward to increasing media coverage in the future through strategic marketing campaigns in both print media and online – digital platforms.





Ireland

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Fiona Collins

Ireland

The number of GWD events/activities that have been organized in Ireland:

In Ireland GWD was celebrated at The Brehon & Angsana Spa - Kerry, The Killarney Park Hotel & Spa, The Ballygarry Hotel & Spa - Kerry, Ashford Castle Hotel & Spa – Mayo, Seafield Hotel & Spa - Wexford with various activities on June 8th 2019.

The number of people who participated in the GWD events/activities in Ireland:

It is estimated that over 400 people took part in GWD 2019 celebrations throughout Ireland.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The GWD team in Ireland focused on the importance of wellness and its availability to all. They made sure to include the sense of community and team work in each activity that was organized throughout the day.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Ireland:

This year GWD in Ireland was mainly supported and celebrated by local brands. However the team is aiming receive the support of Irish Spa Association, which is a new federation for the country, next year.

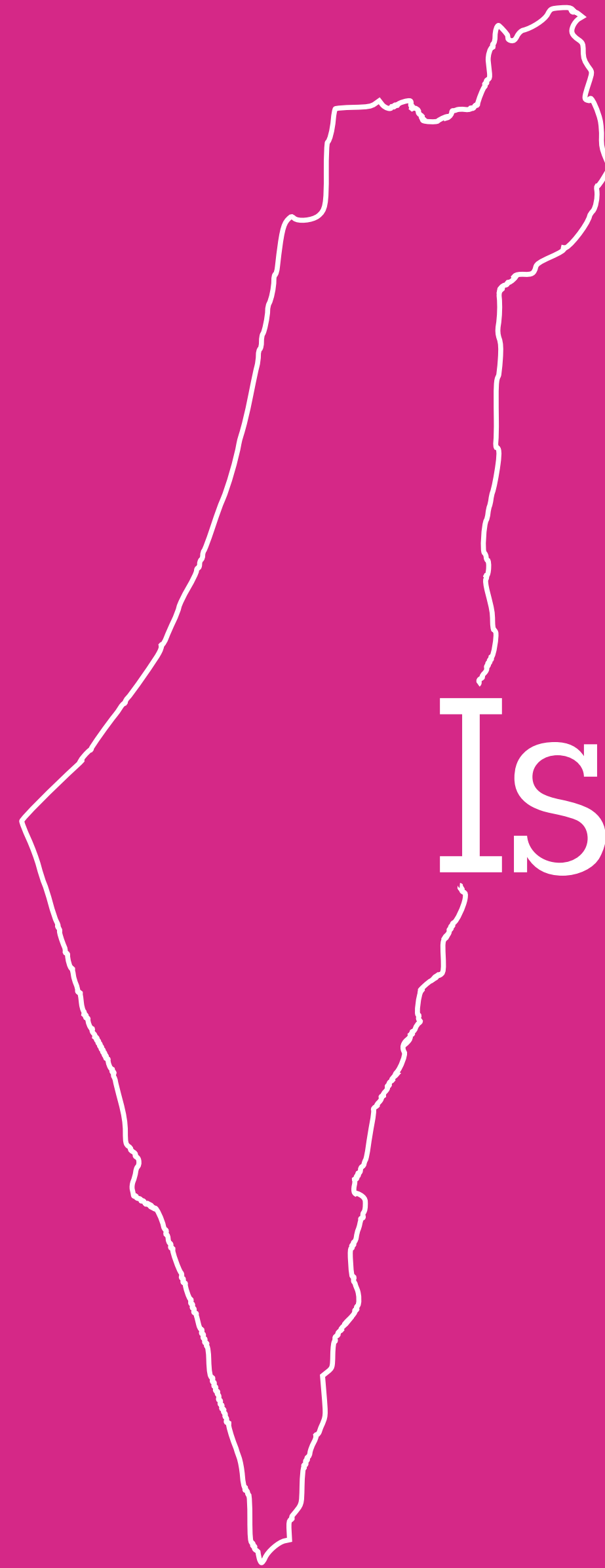
The worldwide international sponsors of GWD events in Ireland:

In 2019, GWD Ireland team mainly had the support of local hotel and spa brands such as The Brehon & Angsana Spa - Kerry, The Killarney Park Hotel & Spa, The Ballygarry Hotel & Spa - Kerry, Ashford Castle Hotel & Spa – Mayo and Seafield Hotel & Spa – Wexford.

The media coverage reports of events/activities along with the advertising value equivalency:

The 2019 GWD celebrations in Ireland were announced and marketed over various social media channels rather than traditional media.





Israel

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Amir Alroy
Christina Zehavi

Israel

The number of GWD events/activities that have been organized in Israel:

On June 8th 2019, an exceptional Global Wellness Day event was organized with different activities such as massage treatments, healthy snacks and guest speakers such as Dan and Lonah Chemtai Salpeter – who are the top Israeli track and field Olympic Athletes. Additionally, 4-5 start-up companies presented their wellness technologies.

The number of people who participated in the GWD events/activities in Israel:

During the Global Wellness Day event organized and conducted on June 8th 2019, it is estimated that over 140 people participated in the workshops, seminars and celebrations.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

This year was the first time the GWD event was hosted by the new start-up WellTech1 in Israel. Organized on one of Tel-Aviv’s wonderful roof-top venues, overlooking the Mediterranean Sea, the celebration incorporated different cultures, activities, team building events to combine the two distinctive worlds of wellness and technology.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Israel:

This year The Israeli Innovation Authority and WellTech1 supported and contributed to the GWD celebrations.

The worldwide international sponsors of GWD events in Israel:

In 2019 there were local sponsors such as Priz and Allin, who provided healthy popsicles and protein bars, rather than worldwide international brands in Israel.

The media coverage reports of events/activities along with the advertising value equivalency:

The event received great coverage on the most famous sports channel in Israel. The GWD event as also featured throughout different Facebook groups and social media channels.

- http://videopage.sport5.co.il/index.html?videoUrl=https%3A%2F%2Frgesport5-vh.akamaihd.net%2Fi%2Fbynet%2Fsport5%2FPRV2%2FJ6RWov652r%2FApp%2FWELLNESS_%2C400%2C700%2C1100%2C1800%2C.mp4.csmil%2Fmaster.m3u8&poster&headline=%D7%9E%D7%92%D7%A8%D7%A9+%D7%A4%D7%AA%D7%95%D7%97+-+%D7%95%D7%95%D7%9C%D7%A0%D7%A1&fbclid=IwAR29nD8S9sB9SXYmv2ZEH69z-GbGGhtmmaKAthZkEG2neXLVBYnIVqdKPGs
- <https://www.facebook.com/groups/108603286492441/permalink/338404743512293/>

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Italy

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Davide Bollati
Barbara Gavazzoli
Cristiano Verducci

The number of GWD activities/events organized in Italy:

In 2019, around 120 events have been organized in total around Italy. The celebrations have been organized in the following cities; Milano, Venezia, Novara, Varese, Torino, Bergamo, Cuneo, Firenze, Empoli, Frosinone, Roma, Ferrara, Bologna, Cagliari, Olbia, Trento, Ravenna, Barletta, Andria, Trani, Lecce, Vibo Valentia, Fermo, Potenza and Matera.

The number of people who participated in the GWD events/activities in Italy:

It is estimated that more than 3.500 people have participated at the GWD events organized around Italy.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The GWD activities held in nature and especially at the European School of Economics in Italy brought different people from different cultures, backgrounds and communities together to discover the world of holistic wellness.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Italy:

This year 40 different organizations showed their support and celebrate GWD.

The worldwide international sponsors of GWD events in Italy:

GWD Italy team had European School of Economics, Mandarin Oriental Milan, Fitness Network Italia, Wish Foundation, Four Seasons Firenze, Pullman Timi ama, Heraclea Hotel Residence SPA, Dabliù Roma, Palestre Passion Fitness and San Clemente Palace Kempinski Venice as their international brands which supported and sponsored the celebrations.

The media coverage reports of events/activities along with the advertising value equivalency:

- <https://forbes.it/2019/06/06/global-wellness-day-mandarin-oriental-milano-spa/>
- <https://www.vanityfair.it/benessere/spa-e-trattamenti/2019/06/04/global-wellness-day-un-giorno-di-benessere-al-mandarin-oriental-milan>
- <https://www.ilgiorno.it/milano/cosa%20fare/global-wellness-day-mandarinoriental-1.4620145>
- <http://www.fermonotizie.info/41731/nelle-marche-si-celebra-a-monteleone-di-fermo-la-giornata-mondiale-del-benessere>
- http://www.marcafermana.it/it/sport_/art/817-giornata-mondiale-del-benessere/
- <http://www.centrobenessereguzel.it/progetto-longevity/global-welness-day/>
- <http://blog.marcafermana.it/evento/giornata-mondiale-del-benessere/>
- <https://www.iodonna.it/bellezza/viso-e-corpo/gallery/global-wellness-day-i-beauty-address-da-non-perdere/>
- <http://www.thetravelnews.it/2019/06/global-wellness-day-milano/>
- https://issuu.com/happyaquatics/docs/happy_acquatics_-_luglio_agosto_-_1



24 centri estetici e spa [comfort zone]

AOSTA
COGNÉ VACANZE
COGNÉ

MILANO
BIG GYM BEAUTY & WELLNESS
ABBATEGRASSO

TORINO
DALILA ESTETICA
TORINO
LYBERTY
TORINO
SUNFLOWERS
CALUSO

FIRENZE
FOUR SEASONS
FIRENZE

ROMA
VALEAS CLUB
POMEZIA
VELVET PROFESSIONAL BEAUTY
FORMELLO

FROSINONE
GUZEL
CASSINO

VIBO VALENTIA
BEAUTÉ
SERRA SAN BRUNO

OLBIA
C.P. H. PEVERO HOTEL
ARZACHENA PORTO CERVO

CAGLIARI
PULLMAN TIMI AMA SARDEGNA
VILLASIMIUS



TRENTO
BELLE NATURALMENTE
ROVERETO

VENEZIA
SAN CLEMENTE PALACE KEMPINSKI VENICE
VENEZIA

FERRARA
CENTRO ARTE ACCONCIATURE
FERRARA

BOLOGNA
CHARME
BOLOGNA
OFFICINA DELLA BELLEZZA
BOLOGNA
ESTETICA DEL RIO
SAN LAZZARO DI SAVENA
SERENDIPITY
TREBBO DI RENO
BLU LIFE SPA
SAN LAZZARO DI SAVENA

RAVENNA
EDEN HAIR & SPA
RIOLO TERME

FERMO
CIRCOLO MONTE LEONE
MONTELEONE DI FERMO

BARLETTA ANDRIA TRANI
ALTHEEIS
BISCEGLIE

POTENZA
ART'E' BENESSERE
MELFI

MATERA
HERACLEA HOTEL RESIDENCE SPA
POLICORO

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R E P O R T
2 0 1 9

Tae Kawasaki
Masaki Itoh
Pamela Adkins

The number of GWD activities/events organized in Japan:

On Global Wellness Day over 60 different events took place throughout Japan and the team had 2 main GWD events;

- Tokyo: 12 events
- Kyoto: 4 events
- Osaka: 7 events
- Mie: 2 events
- Niigata: 1 event
- Tottori 1 event
- Okinawa: 21 events
- Shizuoka: 2 events
- Hokkaido: 1 event
- Hyogo: 1 event
- Ishikawa: 1 event
- Kanagawa: 4 events

The number of people who participated in the GWD events/activities in Japan:

It is estimated that around 2.000 people attended the GWD events held in Japan. It is also predicted that approximately 120.000 people have learned about GWD through various media.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

GWD Japanese team aimed to pay respect to their culture, tradition, land and history through GWD activities, emphasizing the importance of wellness. Focusing on traditional and nutritious food, work place wellness, and traditional sports such as martial arts also helped bring communities together for this year’s GWD celebrations. Seminars on wellness were given to students at schools and universities as well as karate schools. Combining Japan’s strong



traditions and culture with wellness help build awareness within different communities.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Japan:

This year a total of 12 institutions, associations and organizations have supported GWD in Japan as listed below:

- AJESTHE - The Association of Japanese Estheticians and Beauty Therapists
- EBTA - Ear Beauty Therapists Association
- Okayama Professional Beauty Academy
- Kozu Professional Barber and Beauty School
- Ryukyu University in Okinawa
- Beauty Mode College
- Ryubi International Beauty College
- Okinawa Karate Federation
- CIDESCO International
- Kyoto University of Art and Design
- American Chamber of Commerce in Okinawa
- OCVB Okinawa Convention & Visitors’ Bureau

The worldwide international sponsors of GWD events in Japan:

During the 2019 Global Wellness Day celebrations the GWD Japan team had the support of 27 worldwide international brands as listed below:

- Hilton Tokyo Bay
- Mandarin Oriental Tokyo
- Four Seasons Hotel Tokyo at Marunouchi
- Palace Hotel Tokyo
- Hyatt Regency Kyoto
- Shima Kanko Hotel The Bay Suites
- The Ritz Carlton Kyoto
- Shangri La Hotel Tokyo
- Hyatt Regency Osaka
- Hyatt Regency Tokyo
- Hyatt Regency Seragaki Island Okinawa

- ANA Intercontinental Ishigaki Resort
- Intercontinental Manza Resort
- Evian spa at Palace Hotel Tokyo
- Wakka Spa at Hilton Niseko Village
- Nature Spa at Sui Cho Kan
- The Day Spa, Tokyo, World Luxury Spa Award winner
- The Day Spa Osaka, World Luxury Spa Award winner 2019
- Urumo spa, World Luxury Spa Award winner 2019
- Meguri spa, World Luxury Spa Award winner 2019
- CAAZE organic spa, World Luxury Spa Award winner 2019
- Eau Spa by CLARINS, World Luxury Spa Award winner 2019
- Spa Montagne, Hotel de Yama, World Luxury Spa Award winner 2019
- Spa & Wellness Joule, World Luxury Spa Award winner 2019
- Chura spa, LOISIR SPA TOWER NAHA, World Luxury Spa
- Biologique Recherche
- HeavenlyView Earth Spa by CLARINS



The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations which took place in various cities throughout Japan was featured on newspapers, weekly magazines, television channels and social media.

- Hapi Ire (“Happy Eleven”), QAB Ryukyu Asahi Broadcast
<https://www.qab.co.jp/happyeleven/> <https://drive.google.com/file/d/1NUFCnloHXUhaXRZkJt8qRhSGMdQhWZok/view?usp=sharing>
- Ryukyu Shimpō (morning paper - circulation: 152,275) https://drive.google.com/file/d/1MkE67ehNVwYnAN7_D8gF2rvikfe0rdyS/view?usp=sharing
- OKINAWA TIMES (morning paper - circulation: 154,170) https://drive.google.com/file/d/1Uk-QhT60YXdyZBF_RDgh_A_t8VW1bKJC/view?usp=sharing
- Calend Okinawa web magazine
<https://calend-okinawa.com/>
<https://calend-okinawa.com/event/info/globalwellnessday201906.html>
- Plat Okinawa web magazine
<https://www.plat-okinawa.jp/>
<https://www.plat-okinawa.jp/event/1559205820/>
- Hyatt Regency Seragaki Island Okinawa
 Facebook Followers - 1940 / Reach - 1098 / Likes - 341 / Engagement - 341
<https://www.facebook.com/HyattRegencySeragaki/>
- Four Seasons Hotel Tokyo at Marunouchi
 Facebook Followers - 8727
<https://www.facebook.com/>
- Four Seasons Hotel Tokyo Marunouchi
 Instagram Followers - 3804 / Likes - 96 / Reach - 2765
<https://www.instagram.com/fstokyo/?hl=af>
- Flavor Co., Ltd. Kosoyokuen
 Facebook: Followers - 8,823 / Page view - 9000 / Reach - 13987 / Likes - 685 / Engagement - 1130
<https://www.facebook.com/kousoyokuen/>
 Advertisement budget 20,000 JPY
 Instagram Followers - 2592 / Likes - 2090 / Flyer 250 / Budget 10,000JPY
https://www.instagram.com/kousoyoku_en/?hl=ja
- Saps
 Flyer 200 / Budget 5,000 JPY / Event budget 200,000 JPY / Press budget 30,000 JPY
- Palace Hotel Tokyo
 Facebook Followers - 14,494 / Page views - 514 / Reach - 4380 / Likes - 55 / Engagement - 173
<https://www.facebook.com/%E3%83%91%E3%83%AC%E3%82%B9%E3%83%9B%E3%83%86%E3%83%AB%E6%9D%B1%E4%BA%AC-339244972864621/>
 Instagram Followers - 16382 / Likes - 1167 / Flyers - 500
<https://www.instagram.com/palacehoteltokyo/?hl=ja>
- InterContinental Osaka
 Facebook Followers - 9,345 / Page views - 1560 / Likes - 55 / Engagement - 60
<https://www.facebook.com/InterContinentalOsaka/>
 Instagram Followers - 5862 / Likes - 147
https://www.instagram.com/icosaka_official/?hl=ja





Kenya

C O U N T R Y
R E P O R T
2 0 1 9

Loise Machira

Kenya

The number of GWD activities/events organized in Kenya:

This year GWD was officially celebrated in Kenya for the first time with the GWD Ambassador of Kenya, Loise Machira. One main event was organized at the Trademark Hotel.

The number of people who participated in the GWD events/activities in Kenya:

Approximately 150 people attend the GWD celebrations in Kenya. However, more than 1000 were reached through social media and blog platforms.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

One of the ways in which this year’s theme “Building Communities” was interpreted by the GWD Kenya team was through educating participants on how to incorporate healthy living habits into their lives, by educating the public through a complimentary forum that had experts in all fields of wellness giving free expert advice. The team felt like they were able to raise awareness and create a stronger and healthier community.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Kenya:

On June 8th 2019, for the first official GWD celebration in Kenya, The Wellness Project Africa association supported the celebrations

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The worldwide international sponsors of GWD events in Kenya:

An international fitness franchise, Ignite Fitness gave their support to the GWD celebrations. On the other hand there were more local brands and companies such as Tizi Talks, Trademark Hotel, Village Market, Crevit Mulier and Baddest Ting Entertainment supporting the first GWD event in Kenya.

The media coverage reports of events/activities along with the advertising value equivalency:

GWD Ambassador of Kenya was interviewed by a lifestyle magazine called Travel Log where they featured her on their wellness segment called Wellness Watch; the magazine belongs to one of the biggest media houses in Kenya called Standard Media. She also spoke about GWD at a fitness activation event for a new gym where there were around 50 people.





Lithuania

C O U N T R Y
R E P O R T
2 0 1 9

Egle Preiksaityte

Lithuania

The number of GWD activities/events organized in Lithuania:

On June 8th 2019, Saturday GWD was celebrated in 9 different cities throughout Lithuania as listed below:

- Vilnius - Zumba fitness studio, gym.
- Kaunas - Sauleja SPA, Park Inn Radisson hotel, gym, Dane fun studio,
- Klaipeda - Klaipeda swimming pool, sport clubs
- Palanga - Energy gym, Palangos Vasaros parkas,
- Birstonas - Vytautas Mineral SPA
- Anyksciai - Zumba studio
- Zapyskis - Zumba and fitness studio
- Kavarskas - Zumba studio
- Panevezys - Energym studio

The number of people who participated in the GWD events/activities in Lithuania:

Even though it was the first time GWD was celebrated in Lithuania it is estimated that over 500 people attended the GWD events.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Since GWD was officially celebrated in Lithuania for the first time it was wonderful to have people within the wellness industry come together to bring communities together during GWD events, seminars and team building activities.



The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Lithuania:

Lithuanian Business Women Club, Lithuanian Wellness Association, and Lithuanian Olympic Committee were among the institutions and associations that supported Global Wellness Celebrations on June 8th 2019.

The worldwide international sponsors of GWD events in Latvia:

During the first official GWD celebration in Lithuania there were more local brands showing their support such as Thalio Cosmetics, Vytautas Mineral Water, Zumba by Timeless. The only worldwide brands showing their support for this year was Park Inn by Radisson.

The media coverage reports of events/activities along with the advertising value equivalency:

Since this was the first year of GWD being celebrated in Lithuania a few media articles have been featured as listed below. However, for the future more press coverage will be obtained.

- <https://www.diena.lt/naujienos/sveikata/sveikata/asmeniniu-pavyzdziu-skatina-gyventi-sveikiau-tereikia-septyniu-zingsniu-921603>
- <https://www.15min.lt/galerija/pasauline-sveikatingumo-diena-2019-palangos-vasaros-parke-180344#galerija/180344/4745060>





Macau

COUNTRY
REPORT
2019

Cintia Martins

The number of GWD activities/events organized in Macau:

The main Global Wellness Day event took place at the St. Regis Macau and two others at the Mandarin Oriental Macau and Grand Hyatt Macau.

The number of people who participated in the GWD events/activities in Macau:

On June 8th 2019, it is estimated that 300 people participated in the GWD events held in Macau.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The event organized by the GWD Macau team in partnership with ManaVida took place at the St. Regis Macao. Since they had a limited quota of participants due to the space they made sure spots were reserved for participants from different charities and associations. Also, as Macau is multicultural city, different seminars were conducted in Chinese by different wellness leaders, had bi-lingual fitness sessions and exposed the event to the local Chinese media.

Another asset was incorporating new and small business into the GWD celebrations by giving them a booth to receive more public exposure.

GWD Macau team volunteer’s was formed by a variety of nationalities (Brazilian, Portuguese, American, Australians, Chinese and Filipinos), different ages (including students) and most of them cooperated in such big events for the first time.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Macau:

The GWD celebrations in Macau were supported by 20 institutions, associations and local brands as listed below:

- ManaVida
- MIHOPA
- Goodees
- Heaven Only
- Focus International
- ROYAL CANIN
- MY 100 ZONE
- Dali Clinic
- Macau Trail Hiker
- Macau Aerial Arts
- Dream Cake
- Nirvana
- YoBox
- Greenamics
- Creative Minds
- Mandarina Books
- Mighty Greens Macau
- Cuppa Coffee
- Rawlicious
- Bella Taipa

The worldwide international sponsors of GWD events in Macau:

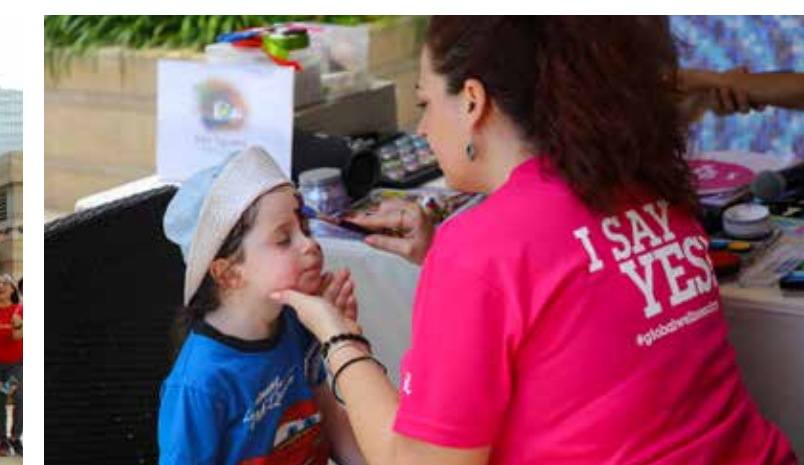
Apart from the main venue sponsor, which was The St. Regis Hotel Macao, the GWD Macau team had the below international supporters and sponsors.

- Lululemon Athletica
- Sheraton Grand Macao Hotel
- Mandarin Oriental
- Grand Hyatt Macao
- Four Seasons Hotel Macao

The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations in Macau has received great media coverage with an estimated advertising value equivalency of approximately 37.000 MOP, which is around 4.577 USD.

- http://port.tdm.com.mo/c_tv/?type=9&id=9047
- <https://macaulifestyle.com/event/global-wellness-day-macau-2019/>
- <https://macaucloser.com/en/magazine/global-wellness-day>
- https://www.facebook.com/GWDMACAU/?ref=br_rs
- <https://www.facebook.com/events/1383886611749636/>
- <https://www.facebook.com/grandhyattmacau/posts/10156845631193122>





Mexico

C O U N T R Y
R E P O R T
2 0 1 9

Alejandro Ortiz
Roberto Arjona

Mexico

The number of GWD activities/events organized in Mexico:

This year around 15 different events took place throughout Mexico on Global Wellness Day at the below listed locations:

- Tecate, Baja California: 4 events
- Mexicali, Baja California: 3 events
- Playa del Carmen, Quintana Roo: 2 events
- San Miguel de Allende, Guanajuato: 3 events
- San Luis Potosí, San Luis Potosí: 2 events
- San José del Cabo, Baja California Sur: 1 event

The number of people who participated in the GWD events/activities in Mexico:

It is estimated that over 3.500 people attended the GWD celebrations held at the main event in Tecate on June 8th 2019. The GWD celebrations started with a 5K run. Runners from all over the state participated in the 10 categories including wheelchair and special needs runners. Physical activities such as Zumba, body attack and yoga were offered. Also art and culture were promoted with traditional dances, ceramics and painting workshops.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The “Building Communities” themes was incorporated into the GWD celebrations this year by making the event approachable to anyone in the community (no cost, accessible location, inclusive activities and popular activities, it was also important for the GWD Mexico team to visit local schools and industries).

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated



GWD in Mexico:

A total of 22 local government institutions, brands and associations showed their support for GWD in Tecate, Mexico:

- Government Institutions
- Secretaría de Educación Estatal (SEE)
 - Instituto Municipal del Deporte en Tecate (IMDETE)
 - Centro Estatal de las Artes (CEART)
 - Centro Cultural Tecate (CECUTEC)
 - Instituto Municipal del Deporte en Tecate (IMDETE)
 - Centro de Alto Rendimiento de Baja California (CAR)
 - Secretaría de Salud (SS)
 - Desarrollo Integral de la Familia (DIF)
 - Academia de Policías

- Industries
- Temarry Recycling Inc.
 - Sociedad Cuauhtemoc y Famosa (SCYF)

- Local Business
- El Mejor Pan de Tecate
 - Clínica Dental BiOral
 - Centro Psicológico (DHARMA)
 - Prisma Net.
 - Restaurant Lugar de Nos
 - Restaurant Cenzotle
 - Rancho Ojai

- Associations
- Fundacion la Puerta
 - Academia CreARTE
 - Tecate Green
 - 665 runners

The worldwide international sponsors of GWD events in Mexico:

The GWD Mexico team had St. Regis Hotels, Rosewood Hotels, Four Seasons Hotels, Grand Palladium Hotels, Rancho La Puerta, Fairmont Hotels and Hyatt Hotels as worldwide international supporters of the GWD celebrations in 2019.

The media coverage reports of events/activities along with the advertising value equivalency:

- <http://www.elportavoznoticias.com.mx/se-celebrara-el-dia-mundial-del-bienestar/>
- <https://verazinforma.com/tecate/tecate-celebro-el-dia-mundial-del-bienestar-2019/>
- <https://www.el-mexicano.com.mx/estatal/en-tecate-celebracion-del-dia-mundial-del-bienestar/2022115>
- <https://www.facebook.com/watch/?v=274134876796079>
- <http://www.elportavoznoticias.com.mx/se-celebrara-el-dia-mundial-del-bienestar/>
- <https://www.californiamedios.com/2019/04/19/alistan-celebracion-del-dia-mundial-del-bienestar/?fbclid=IwAR0D1lz9EeMfIDTKSMd0m606dSKuUVHM7J0F-qNtHRsGTUdd0qxrRdlOUkU>
- <https://www.facebook.com/watch/?v=436045157189878>





Morocco

C O U N T R Y
R E P O R T
2 0 1 9

Caroline Bauchet-Bouhlal

Morocco

The number of GWD activities/events organized in Morocco:

In 2019, 28 establishments from 9 different cities organized Global Wellness Day celebrations. All of them have proposed wellness-oriented programs. Yoga, conferences and healthy cooking class/tastings were mainly organized.

In comparison to 2018, Morocco has registered 3 new cities attending the event and 7 new establishments.

FES

- Palais Faraj (hotel)

MARRAKECH

- Es Saadi Marrakech Resort (hotel)
- Mövenpick (hotel)
- Terre d'Eveil (wellness center)
- Mandarin Oriental (hotel)
- Caudalie (spa)
- Terres d'Amanar
- La Roseraie Spa Retreat
- Fairmont Royal Palm (hotel)
- Sofitel Marrakech (hotel)
- Pilates Marrakech (wellness center)
- Iron Body Fit (wellness center)
- Four Seasons (hotel)
- Naoura Barrière (hotel)

CASABLANCA

- Four Seasons (hotel)
- Maison d'Asa (spa)
- Koram Harmony (wellness center)

- Sofitel Tour Blanche (hotel)
- Nadi Oasis (wellness center)

AGADIR

- Paradis Plage (hotel)
- Sofitel Agadir (hotel)
- Hyatt Place Taghazout bay (hotel)

DAKHLA

- Océan Vagabond Lagon avec Om Yoga (hotel)

TANGER/TAMUDA BAY

- Sofitel Tamuda Bay (hotel)

RABAT

- Sofitel Rabat (hotel)

ESSAOUIRA

- Sofitel Essaouira (hotel)
- M Gallery Medina Essaouira Thalassa Sea & Spa (hotel)

EL JADIDA

- Pullman Mazagan (hotel)

The number of people who participated in the GWD events/activities in Morocco:

It is estimated that over 600 people participated in the GWD 2019 celebrations throughout Morocco.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Incorporating the theme of “Building Communities” was easy for the GWD Morocco team since all of their supporting brands and corporations understood the importance of building communities

of wellness by offering complimentary yoga classes for adults and children, meditation sessions and seminars on wellbeing. Many of the brands and supporters have organized session for children on June 8th 2019 in a way to educate them about wellness and to help them adopt the right wellness behaviors.

Also all complimentary events organized throughout Morocco help bring different communities together for a whole day of “wellness”. Es Saadi aims to develop a wellness community throughout Morocco and especially in Marrakesh by organizing free yoga session 4 times a year.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Morocco:

This year the GWD Morocco team had 28 local and international brands support the GWD celebrations rather than institutions or associations.

The worldwide international sponsors of GWD events in Morocco:

Mövenpick Hotels, Mandarin Oriental, Fairmont, Sofitel, Four Seasons, Hyatt, Pullman and M Gallery were among the international supporters of GWD events in Morocco.



Morocco

The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations in Morocco received great media coverage with an estimated advertising value equivalency of approximately 11.030 EUR. Also various marketing efforts have taken place as listed below:

Facebook Global Wellness Day Page: analytic results – the week before the event (from June 1st to June 8th)

- Total number of page views during this week: +542
- Total number of people reached during this week: +3700
- Total number of page Likes on June 8th: 2530
- Total number of interactions (posts likes, shared posts and comments) during this week: 92

Facebook Es Saadi Page – from June 1st to June 8th

- Sponsoring Budget: 50 EUR (1 sponsored post concerning our program)
- People reached during this Facebook campaign: + 35,000 and + 3,500 interactions

Offline communication (Flyers, Outdoor canvas, Posters)

- People reached: approximately 1,000 people
- Budget: 150 EUR

Events (Health courses, marathon, trail):

- People reached: + 1,000
- Number of participants: approximately 100
- Budget: 150 EUR (shirts, caps, etc.)

Press (print and online)

MADE IN MARRAKECH

- <https://www.madein-marrakech.com/fr/article-ou-profiter-du-global-wellness-day-a-marrakech-7829.html>



- <https://www.madein-marrakech.com/fr/article-quoi-de-neuf-n333-vu-lu-et-entendu-7827.html>

LA TRIBUNE DE MARRAKECH

- <https://www.latribunedemarrakech.com/bien-etre/forme/le-8-juin-on-dit-oui-au-global-wellness-day/>

AUJOURD’HUI LE MAROC

- <http://aujourd'hui.ma/economie/le-groupe-accor-devoile-sa-programmation-estivale>

GRAZIA MAROC

- <https://www.graziamaroc.ma/articles/comme-un-parfum-d--aetae-ae/ZAABDPZE>
- <https://www.graziamaroc.ma/articles/pause-zen-et-relaxante-au-es-saadi-marrakech-/ZPGPCECD>

VIVRE MARRAKECH

- <http://vivre-marrakech.com/bien-etre-spa-hammam-marrakech/actualite-bien-etre-relaxation-yoga/wellnessday-marrakech/>
- <http://vivre-marrakech.com/bien-etre-spa-hammam-marrakech/actualite-bien-etre-relaxation-yoga/global-wellness-day-es-saadi-marrakech-resort/>

LIFE IS MOROCCO

- <https://lifeismorocco.com/forme-global-wellness-day/>

L’OFFICIEL

- <https://www.lofficielmaroc.ma/trips/spacieux>

VISITER MARRAKECH

- <https://visiter-marrakech.com/guide/les-meilleures-activites-a-faire-cet-ete-a-marrakech-notre-selection.php>

AFRICAN LIFESTYLE

- <https://www.africalifestyles.com/maroc-lete-sannonce-les-adresses-accor-donnent-le-ton/>

Radio Spot broadcasted

- From June 1st to June 4th: 4 times/day
- From June 5th to June 7th: 10 times/day
- People reached: 350,000 listeners/day + Advertising value equivalency: 2,300 EUR

Mailings

People reached: + 20,000 (Es Saadi’s database + French Institute’s database)

Advertising value equivalency: 2,200 EUR





Peru

C O U N T R Y
R E P O R T
2 0 1 9

Pamela Aguirre Santos

Peru

The number of GWD activities/events organized in Peru:

Global Wellness Day was celebrated for the second time in Peru this year. It was celebrated at the Plaza de armas de Machupicchu, Urubamba, Cusco and Puerto Maldonado with different activities such as entertaining dance, foot therapy, head massage and a relaxing massage.

The number of people who participated in the GWD events/activities in Peru:

This year the number of participants in the GWD celebrations increased compared to last year. An estimated number of 700 people attended the various events.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Since this year was the first year with an official GWD Ambassador of Peru the theme “Building Communities” was not focused on. However, public and complimentary activities for GWD celebrations throughout Peru brought different communities together.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Peru:

During the GWD celebrations on June 8th 2019 the GWD Peru team had both local government and company support as listed below:

- Municipality of Machupicchu
- Inkaterra Hotels
- Association of Machupicchu Manual Therapists
- Healthy Living Spa
- Black and White Cafeteria

The worldwide international sponsors of GWD events in Peru:

For the 2019 Global Wellness Day celebrations the GWD Peru team had more local and governmental support and sponsors rather than international brands.

The media coverage reports of events/activities along with the advertising value equivalency:

In the second year of GWD celebrations in Peru the media coverage potential is increasing. However, this year the main coverage support was received from the Municipality of Machupicchu along with a various social media posts.





C O U N T R Y
R E P O R T
2 0 1 9

Mitchel Rivera

Puerto Rico

The number of GWD activities/events organized in Puerto Rico:

On June 8th 2019 the main GWD event was organized in San Juan, Puerto Rico supported by Cloud Spa, LIV Fitness Club and Starbucks.

The number of people who participated in the GWD events/activities in Puerto Rico:

Approximately 100 people or more participated in the GWD 2019 celebrations throughout Puerto Rico.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

GWD in Puerto Rico was celebrated with two community pillars in San Juan (the Condado area), LIV Fitness and Starbucks. This helped reach more people and make the celebration a much more cohesive event. LIV focused on wellness for the body, while Cloud Spa focused on wellness for the mind, spirit and body. Starbucks was there to provide healthy refreshments and healthy alternatives. GWD 2019 event in Puerto Rico had great moments to share and bring everyone together as a community, and also introduce wellness businesses to the public.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Puerto Rico:

This year the GWD Puerto Rico team did not have any associations or institutions support their event. However, they hope to receive much more support for the upcoming years from tourism board and government.

The worldwide international sponsors of GWD events in Puerto Rico:

The only international sponsor of the GWD events in Puerto Rico was Starbucks who offered healthy refreshments for the event.

The media coverage reports of events/activities along with the advertising value equivalency:

The GWD team did a blog post on their website which was circulated throughout their Facebook page: <https://www.cloudspa.cloud/post/cloudspagwd2019>

They also printed out flyers with the 7 Step Manifest of GWD and spent around \$3,000 covering the costs of massage therapists and yoga instructors and partnership sampling.

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Romania

C O U N T R Y
R E P O R T
2 0 1 9

Ioana Marian

Romania

The number of GWD activities/events organized in Romania:

On Global Wellness Day 16 different celebrations took place throughout Romania as listed below:

- IAKI Spa, Mamaia
- Forest Retreat & SPA, Valcea
- Grand Santerra Spa, Balvanyos Resort, Covasna
- Atasagon Detox & Wellbeing Center, Brasov
- SunGarden Golf and SPA Resort, Cluj
- Alpin Vitarium SPA, Brasov
- Ana Aslan Health Spa, Eforie Nord
- Imperia SPA, Constanta
- Creanga SPA, Bacau
- Sky Blue Hotel, Ploiesti
- Tisa Spa Resort, Baile Olanesti
- Country SPA, Snagov
- Aquarmony, Brasov
- Afrodita Resort & SPA, Baile Herculane
- Diana Resort, Baile Herculane
- Omni Yoga & Lifestyle Studio, Oradea

The number of people who participated in the GWD events/activities in Romania:

In 2019 it is estimated that around 540 people actively participated in the GWD events.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

On June 8th, the participants took part in collective meditation and breathing workshops, yoga and stretching classes, and discussed the benefits of wellness. The GWD celebrations brought each community together in while learning valuable wellbeing techniques that can be applied into everyone’s daily routine. Also having the events on a complimentary basis helps reach communities near and far from different socio-economic backgrounds, making wellness a common ground for everyone.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Romania:

This year the GWD Romania team had more support from companies and hotels rather than associations or institutions.

The worldwide international sponsors of GWD events in Romania:

In 2019, GWD Romania had support from local brands such as Danubius Health Spa Resort and the travel agency, Travelle Wellness Escapes rather than other worldwide and international sponsors.

The media coverage reports of events/activities along with the advertising value equivalency:

GWD Romania team had 51 Facebook posts and we sent an e-mail blast about GWD celebrations with a total reach of 31 395 people.

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Serbia

C O U N T R Y
R E P O R T
2 0 1 9

Natāsa Ranitović

Serbia

The number of GWD activities/events organized in Serbia:

On June 8th 2019 the main GWD event was held at Prolom Banja and Niska Spa. Other celebrations took place in the below destinations.

- Lukovska Banja, Mineral Spa Hotel
- Niska Banja Spa, Mineral Spa Hotel
- Kraljevi Cardaci Spa, Mountain Wellness & Spa Hotel, Ski Mountain Resort
- Kopaonik Ski Mountain Resort
- Banja Koviljaca Spa
- Hotel Metropol
- Institute Cigota Zlatibor
- VIP Casa Club Zlatibor
- Art Fitness
- Vox Trade
- Sunny, wellness & spa equipment distributor
- Sijarinska Banja, Mineral Spa Hotel
- Hotel Premier Aquas, Vrdnik

The number of people who participated in the GWD events/activities in Serbia:

Approximately 1000 people participated in the GWD events held in Serbia.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The GWD Serbia team incorporated the theme of “Building Communities” through complimentary activities and lectures on topics such as digital detox, nature walks - “natural inhaler” and the pure benefits of spring water. Local schools, children and

communities had the chance to learn new information on wellness, enjoy physical activities and adapt through team building.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Serbia:

The GWD Serbia team had 15 different institutions, associations, companies and governmental organizations support the 2019 GWD celebrations.

- Municipality Medvedja
- The President of the Municipality Medvedja, Dr. Nebojsa Arsic
- Cluster Wellness Serbia
- Special Hospital for Thyroid Gland and Metabolism Diseases Zlatibor
- Banja Koviljaca Spa
- Niska Banja Spa
- Prolom Banja SPA
- Lukovska Banja
- Banja Rusanda
- Hotel Premier Aqua, Vrdnik
- Hotel Hayat Belgrade
- Beo Balet Belgrade
- Biljna Ishrana, Novi Sad
- NTC music
- Dashin Dojo Club Loznica

The worldwide international sponsors of GWD events in Serbia:

Hotel Metropol, which belongs to the international Starwood hotel chain and Hyatt Belgrade Hotel were among the international supporters of GWD celebrations in Serbia.

The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations in Serbia received great media coverage with an estimated advertising value equivalency of approximately 5.000 EUR along with various online and social media coverages.

RTS 1 a national TV channel which featured the GWD Serbia in Prolom Banja.

- <https://www.facebook.com/gwd.serbia/videos/1292707024243745/>

TV PRVA a national channel that showcased the GWD Serbia event and invited the public to participate in the celebrations to be held at Niska Banja.

- <https://www.facebook.com/gwd.serbia/videos/328295668067023/>

TV KCN a satellite frequency that covered the whole GWD Serbia events.

- <https://youtu.be/DkUAtNEzUSA>

TV Zdravlje

- <https://www.facebook.com/gwd.serbia/videos/365876964327723/>

Wellness Cluster Serbia: <http://www.wellnessvodic.rs/>

GWD Serbia: <http://www.wellnessvodic.rs/>

FB pages: <https://www.facebook.com/gwd.serbia/>

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Slovenia

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Monika Karan

Slovenia

The number of GWD activities/events organized in Slovenia:

27 different events in the below locations have been organize throughout Slovenia for Global Wellness Day on June 8th 2019.

- Breathing relaxation exercises on the beach in Strunjan | Talaso Strunjan
- Consistency of body, soul and mind for a full life without pain | Telodrome
- Nordic walking | Dolenjske Toplice Spa
- Antioxidants, our protection | Grand Hotel Portoroz
- Emona Triple, Emona Triple, Nova Emona | Massage Studio Jan
- Nordic walking | Smarjeske Toplice Spa
- Bare feet around | Terme Snovik
- Light therapy | Menges Harmony Center
- Open day and free workout at Sunny | Sunny Studio and FZS
- Free Health Exercise | Fitness Studio Form and FZS
- Day of energy revitalization in the Roman spas | Roman spas
- Global Wellness Day at Thermana Lasko | Thermana Lasko
- Hello to the sun |
- Wellness hike on Golovec Selfnes Golovec
- Let's exercise the body with calisthenics
- Read the body and find out what's healthy: measurement with a Tanita scale
- Escape Golovec
- Workshop on homemade masks and scrubs
- We cooked for you (demonstration and lunch)
- Exercise after lunch
- Treasure Hunt
- Fitness workout
- Movement through children's play
- Bioenergy and relaxation exercises
- A Day For Me or GWD with VSGT Maribor students | VSGT Maribor
- Aromatherapy for wellness | Histria Botanica
- Evening program with campfire and music

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The number of people who participated in the GWD events/activities in Slovenia:

Slovenia has organized GWD events for the third time and there has been big progress regarding the number of participants. Main activities are conducted within students groups in Higher Vocational Colleges as well as wellness centers in different areas of Slovenia. It is estimated that approximately 2.000 people participated in the celebrations.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

This year's theme “Building Communities” was mainly focused on through bringing wellness to students and involving them in the process of the events. Also, public and complimentary activities for GWD celebrations throughout Slovenia brought different communities together during the celebrations.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Slovenia:

This year GWD was launched within the project Lifelong Learning Week (LLW) which has 22 years of tradition in Slovenia. Between 13 May 2019 and 30 June 2019 a lot of events (beside GWD) happened all over Slovenia which promoted lifelong learning. The project was supported by Slovenian Institute for Adult Education and Government of Slovenia.

The worldwide international sponsors of GWD events in Slovenia:

This year instead of having international sponsors of the GWD event the GWD Slovenia team had more local brands and institutions provide support.

The media coverage reports of events/activities along with the advertising value equivalency:

If media promotions are not supported by the local community or the municipality, it is very difficult to gain any coverage due to high costs. However, within the Lifelong Learning Week (LLW) the Slovenia team received over 2.300 media reports and over 150.00 visitors to the LLW events in total. GWD celebrations in Slovenia were also announced and marketed over various social media channels to create awareness.





South Africa

COUNTRY
REPORT
2019

Celeste Peters

South Africa

The number of GWD activities/events organized in South Africa:

During the 2019 Global Wellness Day celebrations a total of 53 spas and salons participated as listed below:

- Camelot Spas (31 spas) - Complimentary Body Composition Analysis tests in all their spas
- Child Welfare Tea - Color your world and support child welfare (donations and auction funds were given to Child Welfare and Family center)
- Relax Spa, Marriott Western Cape - Public beach walk and aerobic session
- Dees African Spa - Hazyview - Aerobic session
- Ellemanns House - Yoga session on lawn
- Gingko Spa Group - Good deeds and spa morning
- Aesthete Spa Solutions - Goal setting seminar for Cape Grace Spa team
- Rununko - Complimentary spa treatments for gardeners, domestic servants and street vendors
- Sesip Make-up and Spa - Complimentary spa treatments and doing good deeds for those who need it most
- The Views Hotel and Spa - Beach exercise session
- Zebula Lodge and Spa - Nature walk with guides and horses
- Drosty Spa Hotel - Children's picnic and games with Vuyani Children (Safe Children's haven)
- Alchemy Graaff Reinet - Fun yoga, Esse Treasure hunt and wholesome picnic
- Saxon Hotel, Spa and Villas - Wellness morning with silent yoga, skin wellness, emotional wellness tips and nutrition wellness seminars with healthy snacks, yoga mat and stainless steel water bottle gifts for all participants
- Amani Spa Houghton - Wellness morning with sound therapy, yoga, nutrition seminars and gift hampers with GWD's 7 Step Manifest cards attached
- Oyster Box Hotel - Yoga session on the lawn for hotel guests

- Cape Grace Hotel and Spa - Team building session with Aesthetic Spa Solutions on goal setting, kickboxing and yoga session
- Garden Spa Plettenburg Bay – Winter clothes collection for charity
- SAAHSP - South African Association of health and skin care professionals Cidesco - Count your step competition
- BTI - (Beauty Therapy Institute) - Various wellness seminars with students and public to promote the 7 Step Manifest
- ISA Carstens Academy - Pretoria and Stellenbosch - Walking and promotion of healthy mind set activities to be conducted continually throughout the year
- Pyramid Spa – Charity and shelter support for Hope to Heal
- Casa Mia Spa - Elderly spa massages and complimentary spa day on GWD
- Yadah Castle - Yoga and Turkish dancing
- The Spa Consultants - Hiking through nature with team on GWD
- Bavaria Motorcycles BMW Motorrad - Promoting wellness activities, competition for best wellness tips and free motorcycle try outs on new models.
- Dare Hair - Complimentary hair washes and haircuts for the elderly at the Evergreen Old Age Home, donation of clothes for charities in Witbank
- Delaire Graff Lodges and Spa - Educational wellness talks for staff and healthy meals, as well as delivering nourishing soup to Feeding In Action Charity.

The number of people who participated in the GWD events/activities in South Africa:

It is estimated that about 1.300 people have participated in the events held on GWD 2019 in South Africa. Many promised events were not held due to finances and poor economy.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Many good deeds such as donations for charities, visiting the elderly and schools have been initiated. Some of these only just started with GWD 2019 celebrations but will be developing further for the future. These activities have definitely brought the communities together in helping those in need.

TBA Education in Schools for healthy eating, yoga and mindfulness will incorporate free exercise programs with - Phindle (yoga and corporate work life balance expert), Gillian (Dietician) and Discovery Health to help spread wellness not only on GWD but throughout the year for everyone.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in South Africa:

In South Africa 5 institutions, associations and professional trade organizations supported and celebrated Global Wellness Day as below:

- SAAHSP - South African Association of Health and Skincare Professionals
- Child Welfare Organization
- Isa Carstens Academy - Pretoria and Stellenbosch
- BTI - Beauty Therapy Institute
- South African Spa Association

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South Africa

The worldwide international sponsors of GWD events South Africa:

This year the GWD South Africa team had 10 worldwide international supports and sponsors for the GWD events held throughout South Africa even though the country has been going through difficult political and economical times.

- Marriott Hotels
- Radisson Hotel
- Hyatt Hotels
- The Houghton - new Amani Flagship
- The Saxon Hotel and Spa
- The Oyster Box - Part of the Red Carnation Group
- Black Pearl
- Matsimela Home Spa Products
- Gentlemen’s Tonic
- Esse Probiotic Skincare Organic Beauty Products

The media coverage reports of events/activities along with the advertising value equivalency:

No articles in major national magazines or newspapers were published due to important economic and political issues. However, the below coverage were received.

- <https://www.probeauty.co.za/post/countdown-to-global-wellness-day-8-june>
- https://www.probeauty.co.za/post/saxon-spa-s-first-participation-in-gwd?fbclid=IwAR3ho_oJucbXcDXZwBoWK7-YsfomOc_d20wnPj2UpSjy_jQavOZPbDGqF4Eg
- <https://www.probeauty.co.za/post/sa-hones-in-on-global-wellness-day>





South Korea

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Jason Kim Taewoo

South Korea

The number of GWD activities/events organized in South Korea:

Main event was held at Vista Walkerhill Seoul with a special program;

- Opening Ceremony: GM Mr. Do’s opening toast, ViVid Dance with DJ Music, Experience Healthy Cocktail & Drinks
- Experience FIT program: Through presenting New FIT program and FIT Trend i.e. Pilates, Gyrokinesis, Hiplet, Body art, Aqua paddle yoga etc.
- Healthy Food experience targeted mainly for the media & social media influencers: Provide Wellness Lunch Box to experience Healthy Food

The number of people who participated in the GWD events/activities in South Korea:

Approximately 110 people attended the GWD celebration held at the Vista Walkerhill Seoul Hotel in South Korea.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Through inviting people who volunteered for local communities like fire fighters and police officers, the GWD South Korea team was able to build a sense of community with all attendees, volunteers and influencers.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in South Korea:

This year the GWD South Korea team had the support of Korea Tourism Organization as the only association. However, they also had the support of the below local businesses.

- Leaf Pilates
- Lee & Han
- Acme Network
- SK Bioland
- V SPA

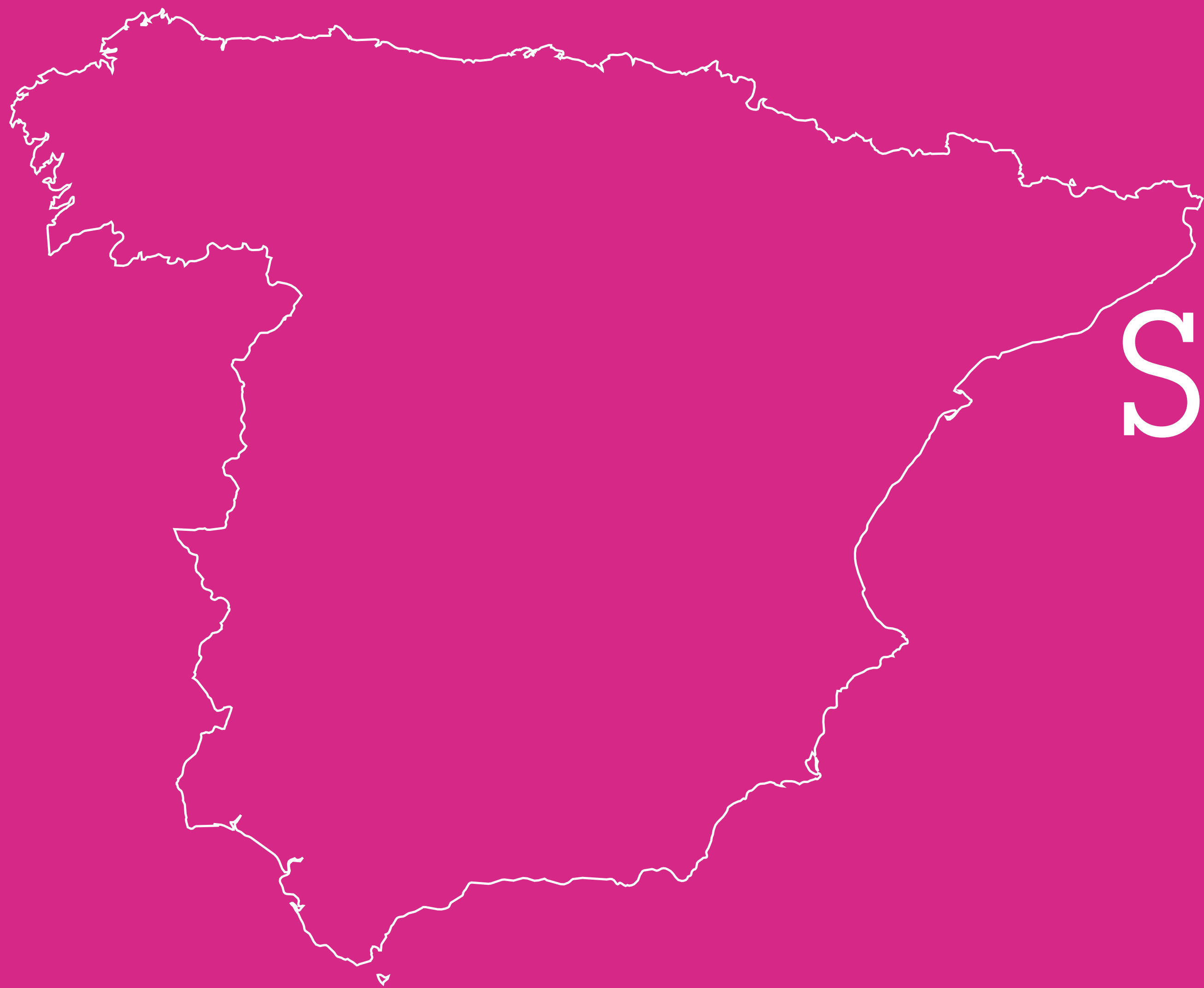
The worldwide international sponsors of GWD events in South Korea:

Technogym and Vista Walkerhill Hotel were among the international sponsors and supporters of the GWD events in South Korea.

The media coverage reports of events/activities along with the advertising value equivalency:

- <http://wellnessvr.visitmedicalkorea.com/ko/event/view/41>
- <http://www.cooknchefnews.com/news/newsview.php?ncode=1065604514379502>
- <http://news1.kr/articles/?3631291>





Spain

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2 0 1 9

Cesar Tejedor
Begona Sanjuan
Irma Borbon Godia

The number of GWD activities/events organized in Spain:

Global Wellness Day was celebrated in over 20 locations within Spain on June 8th 2019.

Mequinenza (all town)

Tenerife Island:

- Spa Gara suits
- Spa Villa Cortés
- Spa Best Tenerife
- Spa Laguna Nivaria
- Spa Best Semiramis
- Spa La Paz
- Spa Riu Garoe
- Spa Azules de Nivaria
- Spa Eutonos
- Spa Princess
- Wellness Center el Galeón.
- Seraton la Caleta
- Restaurante La Refranera healthy menus
- Restaurante Niokobok healthy menu

Ourense: Monasterio de San Clodio Hotel & Spa (Termas de Ourense, Mayor of Oursense)

Barcelona:

- Mandarin Oriental

Málaga:

- Benalmádena (Mayor and other members)

Ayuna Cosmetics:

- 30 centers in USA, central and South America.

Hong-Kong Sound Therapy HK



The number of people who participated in the GWD events/activities in Spain:

It is estimated that approximately over 1.000 people attended different events organized throughout Spain. Another 300.000-500.000 people have been reached through media coverage.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Having the whole town of Mequinenza celebrate GWD, receiving the support of mayors in Malaga and Ourense helped focus on this year’s theme “Building Communities”. In each location having public and complimentary activities for GWD celebrations brought different communities together.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Spain:

On June 8th 2019, the GWD Spain team had 7 associations and governmental support.

- Ourense Town Hall, Mayor and government
- Mequinenza Town Hall
- Tenerife Town Hall, Mayor and government
- Benalmádena Town Hall
- Real Club Casino de Santa Cruz
- FEPECO
- Tenerife Net Working

The worldwide international sponsors of GWD events in Spain:

The GWD team in Spain had Ayuna Cosmetics as their only worldwide international supporter of GWD celebrations.

The media coverage reports of events/activities along with the advertising value equivalency:

- <https://www.webtenerife.com/blogcorporativo/2019/06/tenerife-celebra-el-dia-mundial-del-bienestar.html>
- https://www.facebook.com/VisitTenerifeES/photos/a.1519612141674005/2097743547194192/?type=3&__tn__=-R
- <https://twitter.com/VisitTenerifeES/status/1137392274411859973>
- <https://twitter.com/webtenerife>





Sweden

C O U N T R Y
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2 0 1 9

Alessio Crociani

Sweden

The number of GWD activities/events organized in Sweden:

This year, for the first time, GWD was organized in Gothenburg, Sweden in the exclusive club of Nordic wellness. The day was planned with:

- 3 lectures about:
 - Healthy nutrition: “how to plan a healthy diet”
 - Mental wellbeing: “10 tips to improve the quality of your everyday life”
 - Physical training: “introduction to understanding of exercises”
- 3 training passes: spinning class, high intensity interval training class, yoga flow class

The number of people who participated in the GWD events/activities in Sweden:

Approximately 100 people participated in the different activities organizes especially for GWD. However, the Nordic Wellness Club provided complimentary access to the public for the whole day even if they did not participate in the activities.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

Global Wellness Day has promoted and explained via social media platforms of the sponsoring companies and having Nordic Wellness Club providing public access for the day brought different types of people and communities gave them the opportunity to participate in fitness activities they otherwise would not have. Also a welcome desk was organized at the entrance of the club to provide information and brochures about Global Wellness Day.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Sweden:

This year GWD in Sweden was mainly sponsored and supported by local brands as listed below. They also had guests attend the celebrations from the Gothenburg Opera House.

- Nordic wellness exclusive: for the location, classes, food and beverage
- Crociani coaching: for nutrition and mental wellbeing lectures
- Wellness & business: for the training lecture

The worldwide international sponsors of GWD events in Sweden:

During the 2019 Global Wellness Day celebrations the GWD Sweden team had more local rather than worldwide international supporters. However, even though Nordic Wellness Club is not an international brand, in Sweden they operate over 200 gym clubs with more than 400K members around the country.

The media coverage reports of events/activities along with the advertising value equivalency:

This year the GWD celebrations in Sweden were announced and marketed over various social media channels rather than traditional media.

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Switzerland

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Stephan Wagner
Patricia Golhen

Switzerland

The number of GWD activities/events organized in Switzerland:

This year, Global Wellness Day was celebrated in three cities of Switzerland on June 8th 2019; Lausanne, Zurich and Bad Ragaz.

The number of people who participated in the GWD events/activities in Switzerland:

An estimate of 300 people participated in the GWD celebrations throughout Switzerland.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

For this year’s theme “Building Communities” the GWD Switzerland team reached out to different communities, cities and schools to encourage them to participate in the GWD 2019 celebrations.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Switzerland:

This year the GWD Switzerland team had the support of different hotel brands and companies rather than institutions, federations or associations.

The worldwide international sponsors of GWD events in Switzerland:

Four Seasons Hotels & Resorts, Hyatt Hotels & Resorts and Grand Bad Ragaz Hotel were among the worldwide international supporters and sponsors of GWD in Switzerland.

The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations in Switzerland were announced and marketed locally through various social media channels to create awareness.

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Thailand

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Andrew Jacka
Pilailuk Thongtan

Thailand

The number of GWD activities/events organized in Thailand:

- Anantara Spas, part of Minor International
 - Anantara Larwana Koh Samui
 - Anantara Layan Phuket Resort
 - Anantara Mai Khao Phuket
 - Anantara Riverside Bangkok
 - Anantara Sathorn, Avani + Hua Hin
 - Anantara Chiang Mai
 - Anantara Rasanada Koh Phangan Villas
 - Anantara Bophut Koh Samui Resort
 - Anantara Siam Hotel
 - Anantara Golden Triangle Resort
- Mandara Spa and JW Marriot Phuket participated in the Anantara 1,000km to wellness challenge achieving 2976km of running, cycling & rowing in their wellness quest.
- Chiva-Som International Health Resort, Hua Hin
- Kamalaya Wellness Sanctuary, Koh Samui
- The Dheva Spa & Wellness Centre at Dhara Dhevi Chiang Mai
- BodyConscious, Bangkok
- GoCo Hospitality
- Rosewood Bangkok
- Soneva Kiri Koh Kood
- Six Senses Yao Noi
- So SPA Sofitel Bangkok
- Spa Origins Co. Ltd.

The number of people who participated in the GWD events/activities Thailand:

It is estimated that a combined total of 2.000 people across Thailand, including adults and children who received medical check-up at the Myanmar border, participated in the GWD 2019 celebrations.



How the theme of “Building Communities” was incorporated into the GWD celebrations:

Volunteers, doctors, nurses and many more joined together to help provide medical aid, education, support and micro-business opportunities to people living in remote locations. An endeavor to create a positive impact on the lives of the disadvantaged, providing them with the necessary skills, knowledge and materials to become self-sufficient in a mission to help “build communities” was a part of the GWD 2019 celebrations.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Thailand:

Huay Heng District, Sub-district Administrative Organization (SAO), Chiva-Som International Health Resort, Anantara Resorts & Spas, Mandara Hotels, JW Marriot, Kamalaya Wellness Sanctuary, The Dheva Spa & Wellness Centre, Body Conscious, GoCo Hospitality, Rosewood Bangkok, Six Senses Yao Noi, Sofitel Bangkok and Spa Origins Co. Ltd were among the local and international brands and companies which supported and celebrated GWD.

The worldwide international sponsors of GWD events in Thailand:

Chiva-Som International Health Resort, Anantara Resorts & Spas, Marriot Hotels & Resorts, GoCo Hospitality, Rosewood Hotels, Six Senses Hotels, Resorts & Spas and Sofitel Hotels were among the international supporters of GWD in Thailand.

The media coverage reports of events/activities along with the advertising value equivalency:

GWD celebrations in Thailand were announced and marketed locally through each brand’s social media channels to create awareness.

- <https://180wellness.asia/stories/global-wellness-day-saturday-8-june-2019/>
- <https://www.traveldailymedia.com/movenpick-resort-spa-karon-beach-phuket-spa-wellness/>





Turkey

C O U N T R Y
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2 0 1 9

Hakan Balcan

Turkey

The number of GWD activities/events organized in Turkey:

In 2019, the GWD main celebration took place in southern Turkey at the Sevgi Beach in Kusadasi. Apart from the main celebration 25 other brands celebrated GWD in Turkey:

- Swissotel the Bosphorus, Istanbul
- Swissotel Buyuk Efes, Izmir
- Raffels Hotel Istanbul
- Grand Hyatt Istanbul
- Park Hyatt Istanbul - Maçka Palas
- Mandarin Oriental, Bodrum
- LifeCo Bodrum
- Four Seasons Bosphorus, Istanbul
- Shangri-La Bosphorus, Istanbul
- Richmond Istanbul Hotel, Istanbul
- Richmond Nua Wellness Spa, Sakarya
- Richmond Ephesus Hotel, Kusadasi
- Richmond Pamukkale Hotel, Pamukkale
- Migros shopping malls country wide
- Sahibinden.com, Istanbul
- Capitol Shopping Mall, Istanbul
- Uplifers
- HocusFocus Creative Agency
- Think Event, Istanbul
- NFS (Nevsah Fidan) Yasam Okulu
- Sevinc Satiroglu, Istanbul
- Beko
- Eti Form
- Karnaval Radio, Istanbul
- The Union of Touristic Hotel Management, Business Administrators and Investors (TUROB)

The number of people who participated in the GWD events/activities in Turkey:

This year it is estimated that over 44.000 people actively participated in the GWD events country wide.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

In 2019, GWD in Turkey was organized on a public beach at the southern coast, in Kusadasi, a wonderful holiday getaway location. However, the main aim in having the celebrations in this location was to incorporate people from all walks of life into the GWD celebrations. No matter what the socio-economic status of the participants were everyone young and old was able to attend the event and discover their wellness. This especially brought different people and communities together in a meaningful mission towards wellness. Kindergarten and elementary students from local schools also participated in the celebrations with an art show featuring their perspective of GWD and wellness.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Turkey:

Municipality of Kusadasi, Mayor of Kusadasi, Municipality of Sapanca, Sakarya Directorate of County Tourism Culture, The Union of Touristic Hotel Management, Business Administrators and Investors (TUROB) and Breath Coaching Federation (BCF) were the associations and governmental organization who supported Global Wellness Day on June 8th 2019.

The worldwide international sponsors of GWD events in Turkey:

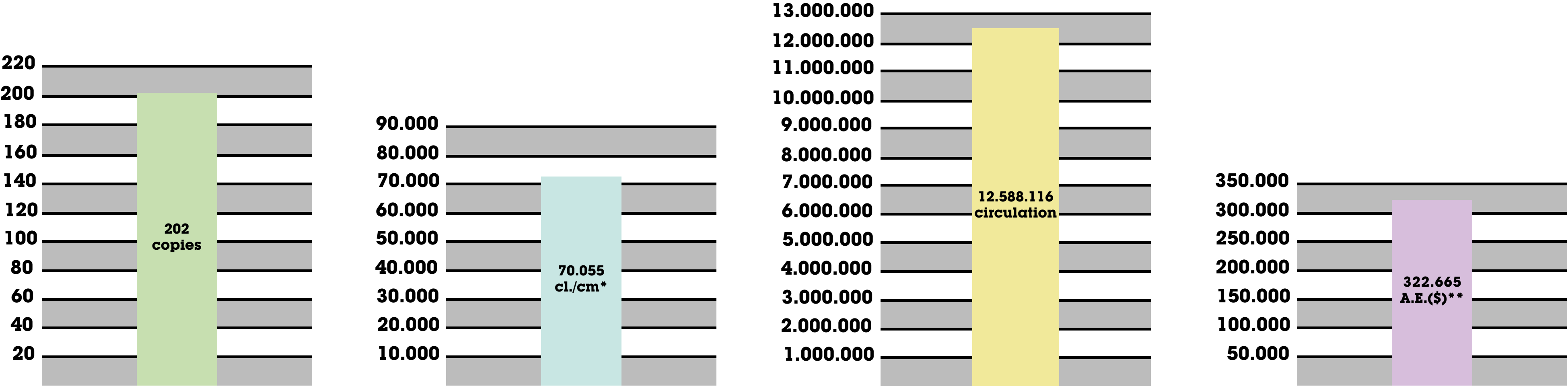
Hilton Hotels & Resorts, Four Seasons Hotel Hotels & Resorts, Swissotel Hotels & Resorts, Shangri-La Hotels & Resorts, Mandarin Oriental Hotel Group, Raffles Hotels & Resorts, Hyatt Hotels, LifeCo, Richmond Hotels, Migros, Eti and Beko were among the worldwide international sponsor brands of 2019.

The media coverage reports of events/activities along with the advertising value equivalency:

This year GWD celebrations received media coverage with 12.588.116 circulation and 322.665 USD in advertising value for print and online media. Throughout 2019 GWD has also been featured on 8 TV shows, 2 local prime time news bulletins, 50 daily newspapers, 43 daily newspaper supplements, 76 magazines and 50 web-portals. GWD has also been mentioned on Instagram by 48 leading influencers in Turkey and reached over 2.500.000 people.



Global Wellness Day 2019
Print Media Quantitative Analysis

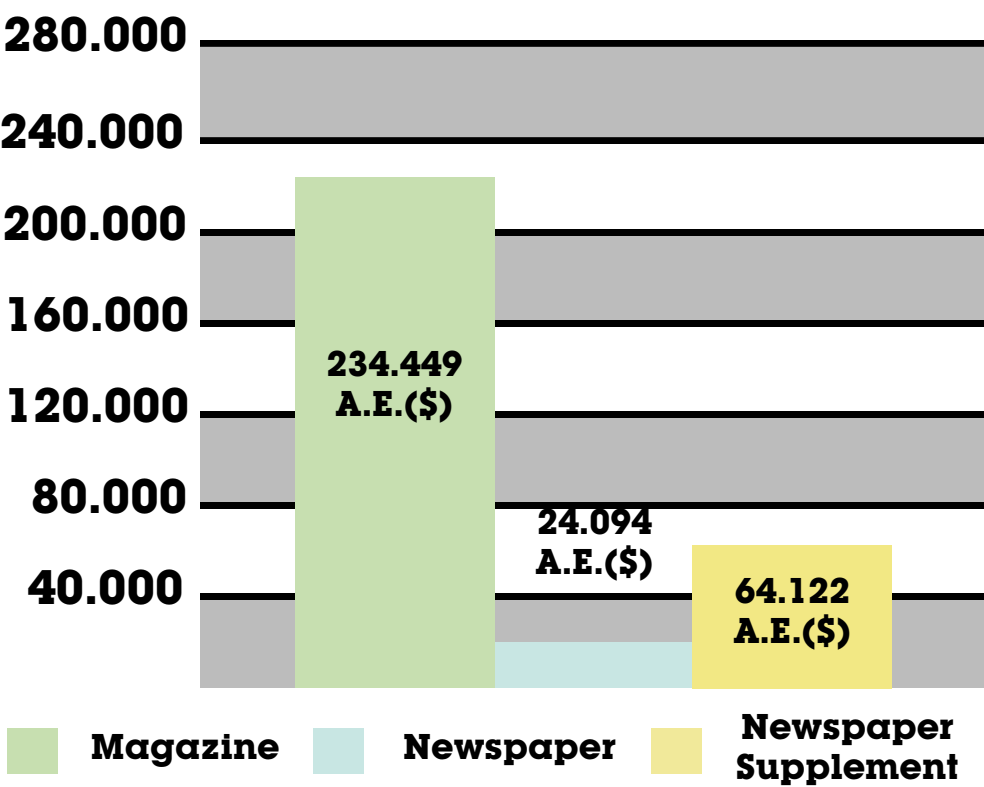
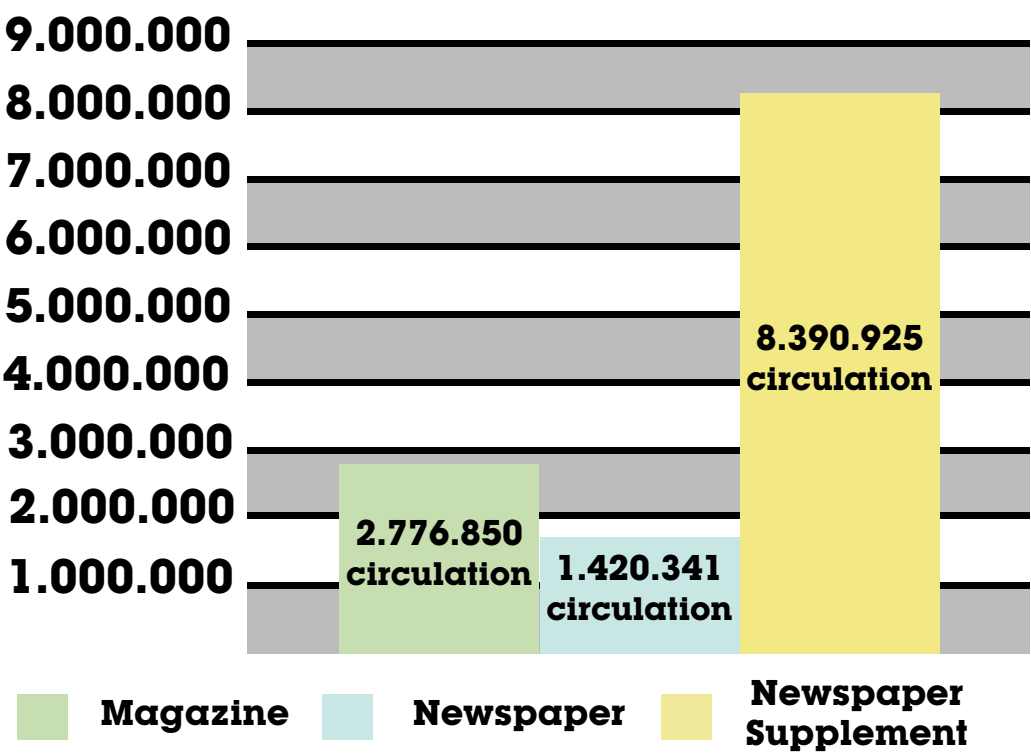
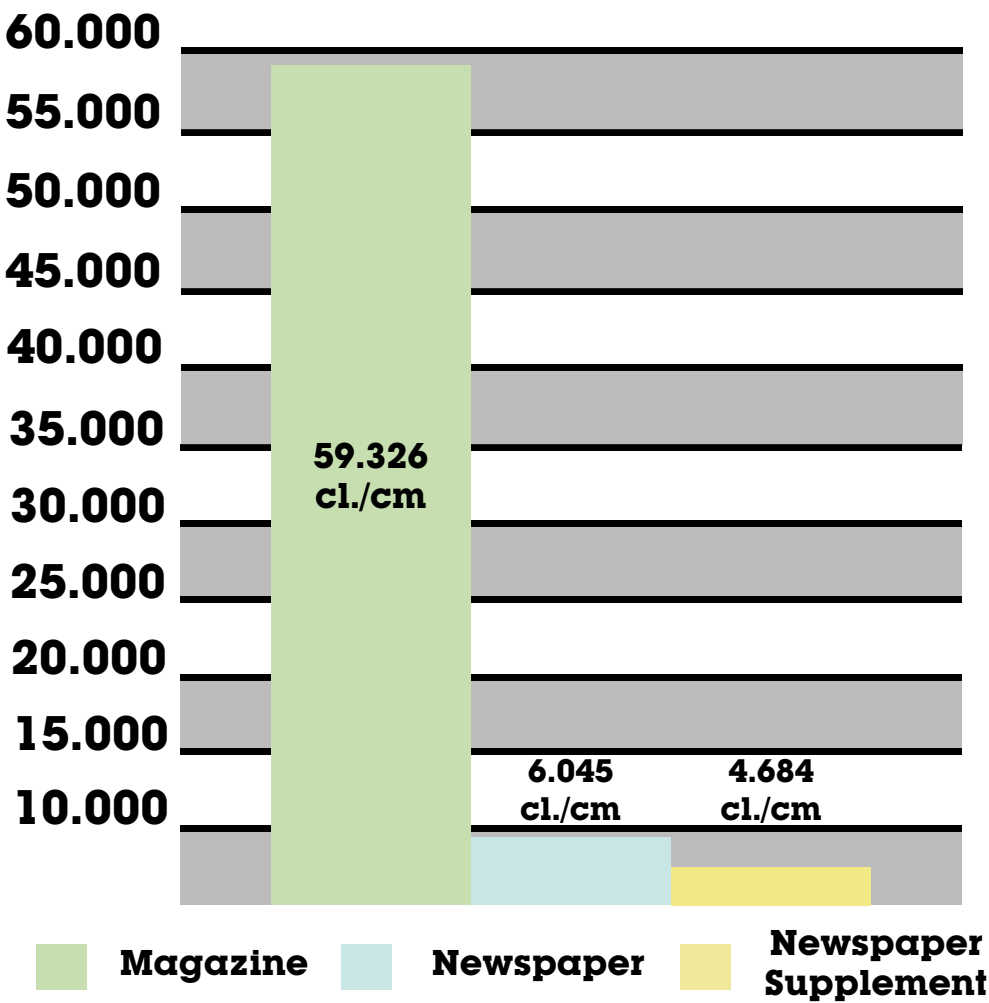
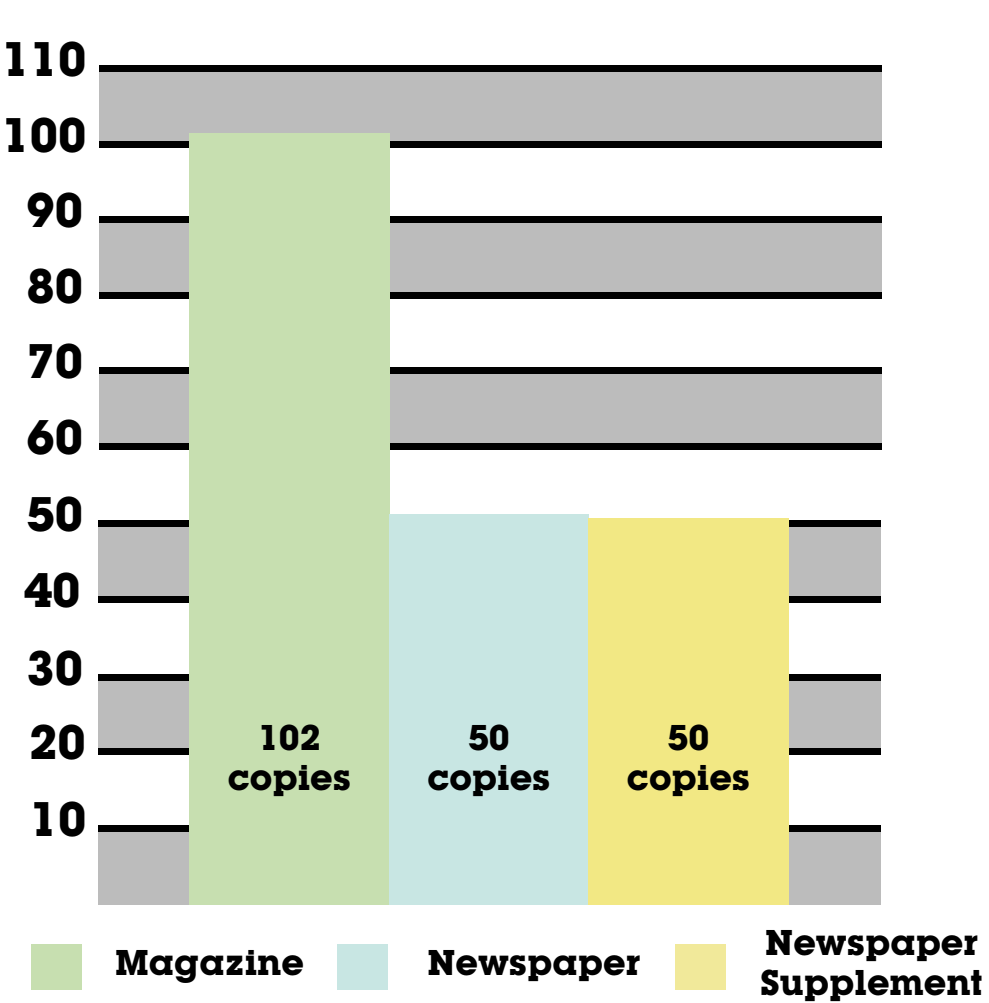


* Column/cm measurement covers not only the brand related space, but also the measurement of the whole news.

** Advertising equivalent (A.E.) is calculated based on the advertising rates declared by the publications.
No special discounts and/or commissions are taken into consideration.

Global Wellness Day 2019
Print Media
Publication Analysis

According to the type of publication

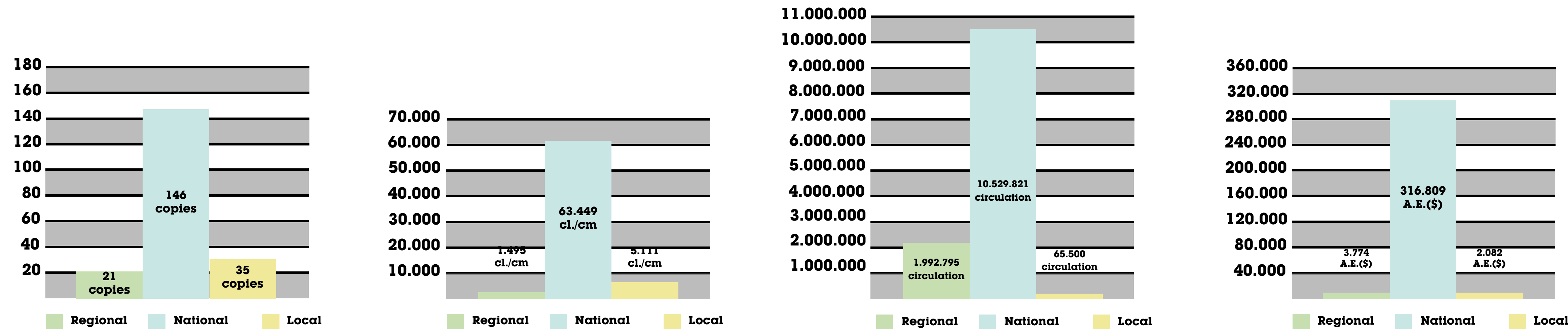


* Column/cm measurement covers not only the brand related space, but also the measurement of the whole news.

** Advertising equivalent (A.E.) is calculated based on the advertising rates declared by the publications.
No special discounts and/or commissions are taken into consideration.

Global Wellness Day 2018
Print Media
Publication Analysis

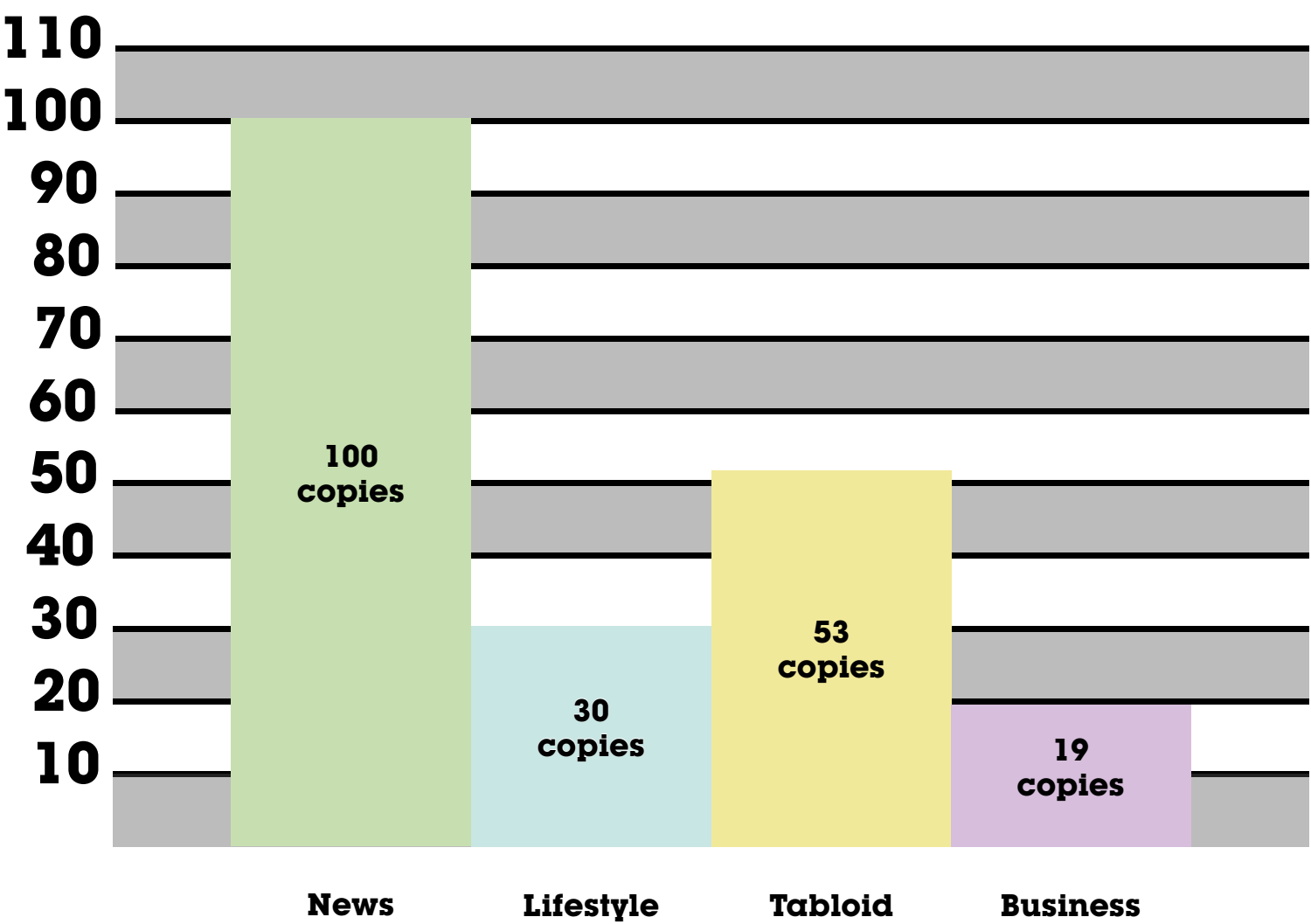
According to the distribution of publication



* Column/cm measurement covers not only the brand related space, but also the measurement of the whole news.

** Advertising equivalent (A.E.) is calculated based on the advertising rates declared by the publications.
No special discounts and/or commissions are taken into consideration.

Global Wellness Day 2019
Print Media
Publication Analysis



* Column/cm measurement covers not only the brand related space, but also the measurement of the whole news.

** Advertising equivalent (A.E.) is calculated based on the advertising rates declared by the publications.
No special discounts and/or commissions are taken into consideration.



United Kingdom

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Richard Emanuel

Paul Gerrard

Diane Nettleton

United Kingdom

The number of GWD activities/events organized in the United Kingdom:

Leading up to the GWD celebrations on June 8th the GWD UK team contacted various British celebrities and organized “Celebrity Mindfulness” recording. These recordings were then launched for GWD on June 8th on YouTube. On the day of GWD event took place in the below locations

- Gaia Spa Boringdon
- Rosewood London
- Pure Massage
- Borehamwood
- Gerrard International
- Llandrindod Wells
- Newquay Cornwall
- Plymouth Devon

The number of people who participated in the GWD events/activities in the United Kingdom:

An estimate of 4.500 people took part in the GWD celebrations throughout the United Kingdom.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

This was embraced by Gerrard International’s efforts in working alongside local businesses and organizations to encourage as many individuals as possible to join a neighborhood walk. Llandrindod Wells which is a town in Wales also joined Global Wellness Day bringing their community together in wellness through various activities.



The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD the United Kingdom:

Pure Massage, Rosewood Hotels, Gaia Spa Boringdon and Fistril Beach Hotel were among brands that supported and celebrated GWD. Most importantly this year TRH Duke and Duchess of Sussex from the British Royal Family selected Global Wellness Day as one of the 15 inspiring social responsibility projects under the theme “Forces for Change”.

The worldwide international sponsors of GWD events in the United Kingdom:

Gerrard International and Rosewood Hotels & Resorts were the two international brands supporting GWD on June 8th 2019.

The media coverage reports of events/activities along with the advertising value equivalency:

- https://professionalbeauty.co.uk/site/newsdetails/paul-gerrard-joins-global-wellness-day-as-uk-ambassador?utm_source=Adestra&utm_medium=email&utm_term=&utm_content=Read%20more&utm_campaign=Spa%20&%20Wellness%20Newsletter%2027.5.19
- <https://www.scratchmagazine.co.uk/calendar-event/global-wellness-day-neighbourhood-walk/>
- <https://www.scratchmagazine.co.uk/news/global-wellness-day-what-it-means-how-you-can-get-involved/>
- <https://www.countytimes.co.uk/news/17709449.global-wellness-day-2019-celebrated-at-llandrindod-wells/>
- https://www.borehamwoodtimes.co.uk/news/17682604.take-part-in-a-global-wellness-walk-in-borehamwood-tomorrow/?fbclid=IwAR112dlxQH_cyDi2_4-N8aqGjnfPPh7IWNHhn6MMwTkDlXsUwax3FCvEbSU
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[organised-around-the-world-for-Global-Wellness-Day/341772](http://www.leisureopportunities.co.uk/news/Healthy-celebrations-organised-around-the-world-for-Global-Wellness-Day/341772)

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- <http://www.healthclubmanagement.co.uk/health-club-management-news/Healthy-celebrations-organised-around-the-world-for-Global-Wellness-Day/341772>
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Celebrities: “I Say Yes!” Campaign

- Rachel Stevens – Singer / 136K IG Followers
- Danny John-Jules – Actor / 38K IG Followers
- Robert Llewellyn – Actor / 4K IG Followers
- Tamsin Greig – Actress
- Chris Barrie – Actor / Comedian

Podcaster: Spa Talks Daily

- 8 IG Stories
- 5 IG Posts / Videos
- 1 Podcast interview with Belgin Aksoy





USA

COUNTRY
REPORT
2019

Reports sent by:

Gloria Treister

Julie Andrews

Kim Marshall

Ilana Moses

Kimberly Deorsey

The number of GWD activities/events organized in the USA:

In 2019, Global Wellness Day was celebrated in different states such as New York, Ohio, Texas, Virginia, California, Hawaii and Florida.

Activities like Tai Chi, nature hiking, jump roping, complimentary wellness and health consultations, fitness exercises, complimentary massage and facials took place as well as an “Ask a Wellness Expert” booth which also featured natural medicine professionals answering questions.

GWD celebrations were organized with partners such Acqualina Spa, Biltmore Hotel, FAENA Bazaar, Hippocrates Health Institute, Universal Companies, Marriot Delray Beach, St. Andrews Country Club, The Delano South Beach Hotel, The Westin Sarasota, Turnberry Ocean Colony and Westin Fort Lauderdale, Pasea Hotel Huntington Beach, Montage Hotel Kapalua Hawaii, WeWorkWell, Langham Hotel and Hyatt Hotels & Resorts.

The number of people participated at GWD events/activities in the USA:

It is estimated that around 100,000 people participated in the Global Wellness Day celebrations held throughout the various states of the USA.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

In Ohio, Parade the Circle is a huge community celebration which brings people together through art and wellness. In Florida the

Florida Spa Association is built on working as a spa community, a network of leaders connecting and working together to involve their own communities in wellness. WeWorkWell brought together the spa community within California and honored Charlene Florian with a special meditation, a beautiful way to bring everyone together at the end of nature hike. Universal Companies based in Virginia partnered with their local Montessori School to have an afternoon wellness circle as per the “Building Communities” theme and in line with the GWD Kids project.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in the USA:

This year the GWD USA team had the support of Hippocrates Health Institute, Florida Spa Association and Cleveland Museum of Art. The team also received support from local companies and hotels as listed below:

- Wellness Evolution
- University Circle, Inc.
- FAENA Bazaar
- Acqualina Spa
- Biltmore Hotel
- St. Andrews Country Club
- The Delano South Beach Hotel
- Turnberry Ocean Colony
- Pasea Hotel in Huntington Beach
- WeWorkWell
- Hyatt Hotels Corporation
- Universal Companies

This year also Turkish-American Cardiothoracic Surgeon and the host of The Dr. Oz Show, Dr. Mehmet Oz, American talk show host, producer and presenter Oprah Winfrey and Gayle King, American songwriter and record producer DJ Khaled and two time Dancing with the Stars champion and Emmy Award winning actress, Julianne Hough showed their support of GWD through social media.

The worldwide international sponsors of GWD events in the USA:

The main international supporters and sponsors of GWD within the USA were Kerstin Florian, Langham Hotel, Montage Hotel Hawaii, The Westin Sarasota, Westin Fort Lauderdale, Marriot Delray Beach and Four Seasons Hotels & Resorts.

The executive team of Hyatt Hotels Corporation, a \$4 billion publicly traded, global company celebrated GWD along with their employees and guests in properties located across 60+ countries. A specialized GWD toolkit was also prepared by the company and shared with properties globally. Hyatt Hotels Corporation also took Global Wellness Day into their Corporate Calendar to be celebrated globally every year.



The media coverage reports of events/activities along with the advertising value equivalency:

- <https://www.mysuncoast.com/video/2019/06/09/global-wellness-day/>
- <https://www.shorelineareanews.com/2019/06/global-wellness-day.html?m=1>
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- <https://www.travelpulse.com/news/cruise/amawaterways-shares-seven-dimensions-of-wellness-for-global-wellness-day.html>
- <https://communitynewspapers.com/miami-beach/alvin-davie-to-takeover-miami-beachs-espanola-way-for-global-wellness-day/>
- <https://communitynewspapers.com/kendall-gazette/downtown-dadeland-hosting-global-wellness-day/>
- <https://www.luxurydaily.com/luxury-brands-balance-health-hospitality-for-global-wellness-day/>
- <https://www.snntv.com/story/40614683/westin-sarasota-hosts-global-wellness-day>
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USA

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Vietnam

C O U N T R Y
R E P O R T
2 0 1 9

Henri Hubert

Vietnam

The number of GWD activities/events organized in Vietnam:

Global Wellness Day was celebrated in 11 different locations throughout Vietnam:

- Pullman Vung Tau
- Alba Wellness Resort Hue
- Sofitel Saigon Plaza
- Fusion Maia Da Nang
- Caravelle Saigon
- InterContinental Da Nang Sun Peninsula Resort
- Anantara Quy Nhon & Anantara Hoi An
- JW Marriott Hotel Hanoi
- Azerai La Residence (Hue) and Akoya Spa Vietnam
- Le Nom Vietnam

The number of people who participated in the GWD events/activities in Vietnam:

It is estimated that over 700 people attended the Global Wellness Day events in Vietnam.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

This year, was the first time Henri Hubert took on the role as GWD Ambassador of Vietnam. The GWD team has put more emphasis on cultivating wellness awareness in local children and young students at the celebrations held in Pullman Hotel, Alba and Fusion Maia. The team deeply believes children are the future of our planet, hence their main focus on “Building Communities” started in schools. They have invited various schools and communities to join the flash mob, giving kids an educational session on wellness. The GWD Vietnam

team also provided complimentary access to wellness facilities for the public and most importantly visited an orphanage village. For this year’s GWD celebrations the team wanted children to have fun, to be happy and to live responsibly for themselves and for the community, a great way to bond with the local community.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Vietnam:

This year the GWD Vietnam team had the support of different local and international companies rather than institutions, federations or associations.

The worldwide international sponsors of GWD events Vietnam:

Pullman Vung Tau, Sofitel Saigon Plaza, InterContinental Da Nang Sun Peninsula Resort, Anantara Quy Nhon & Anantara Hoi An, JW Marriott Hotel Hanoi, Fusion Maia Da Nang, Caravelle Saigon, Alba Wellness Resort Hue, Azerai La Residence, Akoya Spa Vietnam and Le Nom Agency were among the supporting brands of the GWD celebrations in Vietnam.

The media coverage reports of events/activities along with the advertising value equivalency:

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- <http://cafebiz.vn/suc-manh-cua-tuoi-tac-chi-danh-cho-nguoi-biet-lam-chu-thoi-gian-nguoi-tre-neu-tiep-tuc-phinh-pho-rang-tuoi-tac-chi-la-con-so-ban-se-mai-co-lon-ma-khong-co-khon-20190611151153566.chn>
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Vietnam

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- <https://ybox.vn/guong-mat/henri-hubert-dung-tu-lua-doi-minh-nua-tuoi-tac-khong-chi-la-con-so-5cfdc2a2ddbelf75b3d89fec>
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Zimbabwe

C O U N T R Y
R E P O R T
2 0 1 9

Gladys Mazvita Sambo

Zimbabwe

The number of GWD activities/events organized in Zimbabwe:

On June 8th 2019, one main event was organized by the GWD Ambassador of Zimbabwe and another one was hosted by a local church for Global Wellness Day celebrations.

The number of people who participated in the GWD events/activities in Zimbabwe:

Approximately a total of 460 people attended the GWD celebrations in Zimbabwe.

How the theme of “Building Communities” was incorporated into the GWD celebrations:

The local church hosted a GWD event and the activities were centered on the local community where all people of age groups came together to learn more about wellness and participate in the activities. The celebrations were a holistic event covering all aspects of wellness for all age groups, bringing families and the community together.

The number of institutions, federations, associations, professional trade organizations supported and/or celebrated GWD in Zimbabwe:

This year the GWD Zimbabwe team had the support of Elite School of Beauty and Catholic Church Rhodesville. However the team also received support from local companies such as:

- Sage Restorative Health - Dr. Nyarai
- Montague Dental Clinic

- Yoga with Tendai Jambga
- Trish - Intuitive Counselor, Reiki Master, EFT Practitioner and Qi Gong Teacher
- Zumba with Patience
- Harare Botanical Gardens
- The Skotch Kart co.
- Raine Uplift Health and Wellness
- Grace Beauty Chic

The worldwide international sponsors of GWD events Zimbabwe:

This year due to the tough political and economic environment the GWD Zimbabwe team did not have any worldwide international sponsors or supporters.

The media coverage reports of events/activities along with the advertising value equivalency:

No articles in major national magazines or newspapers were published due to important economic and political issues. Therefore, advertising was mainly done via social media with all of the sponsors sharing and publicizing the mission of Global Wellness Day. Through social media a combined coverage of about 4000 people were reached. The GWD team aims to receive more media support for next year's celebrations.

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