



# The Rise of Wellness in Hospitality

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@jeremymcc

# The Rise of Wellness



“The world has no other choice than to make wellness mandatory.”

# GLOBAL WELLNESS ECONOMY: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments.



GLOBAL WELLNESS  
INSTITUTE™









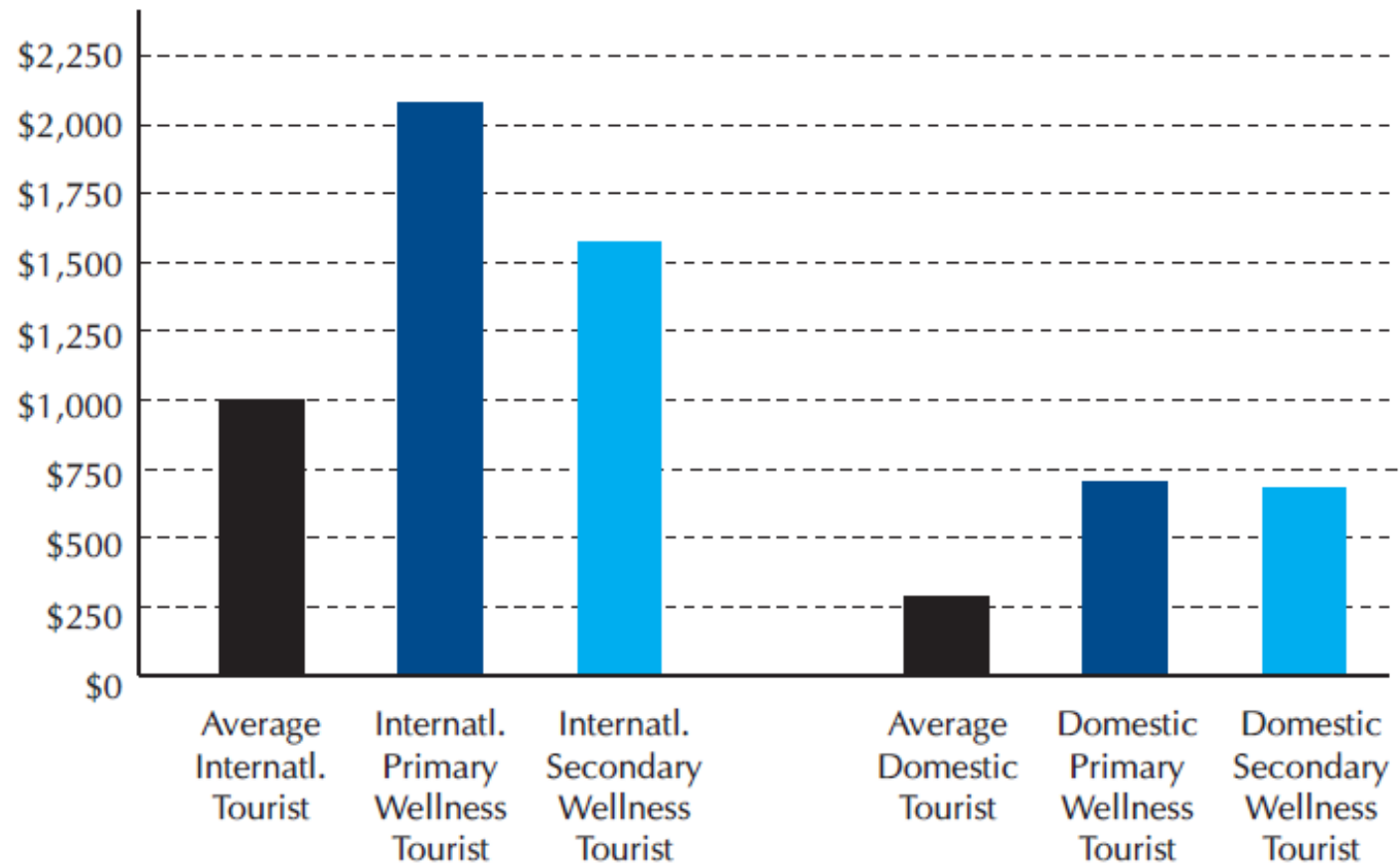






# Wellness Tourists

Wellness tourists are “high-yield” tourists, spending 130% more than the average tourist.



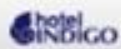
Source: SRI International for wellness tourism data; Euromonitor for general tourism data.







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The first hello of many  
**Welcome to  
Wellness.**

Drink Up  
Cool Down

E V E N





A man wearing an orange robe and glasses is seen from the back, pinning a badge to a wall. The wall features a sign that reads "THE PENINS" in large, bold, black letters, with "WELLNESS CENTRE" in smaller letters below it. The sign is partially obscured by several small, circular, gold-colored badges pinned to the wall. To the left of the sign, there is a decorative arrangement of white flowers and greenery. The background is a blurred green wall.

**THE PENINS**  
WELLNESS CENTRE

**IT'S NOT  
FITNESS.  
IT'S LIFE.**



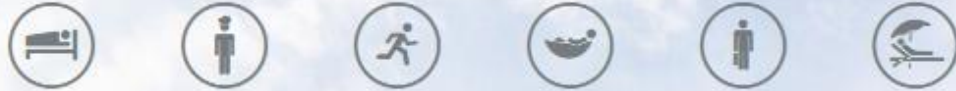


**WESTIN®**

## WELL-BEING MOVEMENT

*Opening up a world of well-being*

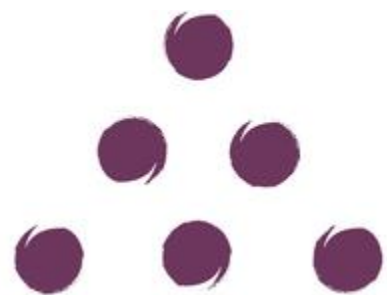
-  OVERVIEW
-  SLEEP WELL
-  EAT WELL
-  MOVE WELL
-  FEEL WELL
-  WORK WELL
-  PLAY WELL



# WELL-BEING MOVEMENT

At Westin, everything we do is designed to help you feel your best. This year, we're excited to introduce the Westin Well-Being Movement, a global initiative dedicated to inspiring our guests to discover new approaches to well-being at Westin and beyond. The Movement will feature innovative partnerships and programs across Westin's six pillars of well-being: Sleep Well, Eat Well, Move Well, Feel Well, Work Well and Play Well.





SIX SENSES

HOTELS RESORTS SPAS







TRUMP®  
WELLNESS



W HOTELS  
WORLDWIDE PRESENTS

# FIT

WITH  
TARA STILES



**FEELING  
JET  
LAGGED?**

FLIP FOR  
A QUICK TIP



HOTELS  
WORLDWIDE





MANDARIN ORIENTAL  
THE HOTEL GROUP





What is wellness?  
And how do we deliver  
it to our guests?



# The Old Wellness Paradigm



Diet



Exercise



Smoking



Stress

# The New Wellness Paradigm



Nourishment



Movement



Stillness



Connections



Wellbeing



# The New Wellness Paradigm



Nourishment



Movement



Stillness



Connections



Wellbeing



# DIETING

It's hard for dogs too...





KETO



PALEO



VEGETARIAN



VEGAN



MEDITERRANEAN



RAW



LOW CARB



NO SUGAR



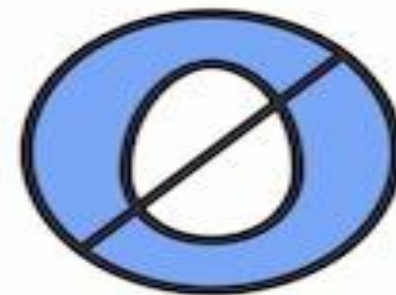
NUT FREE



DAIRY FREE



GLUTEN FREE



EGG FREE









# The New Wellness Paradigm



Nourishment



Movement



Stillness



Connections



Wellbeing

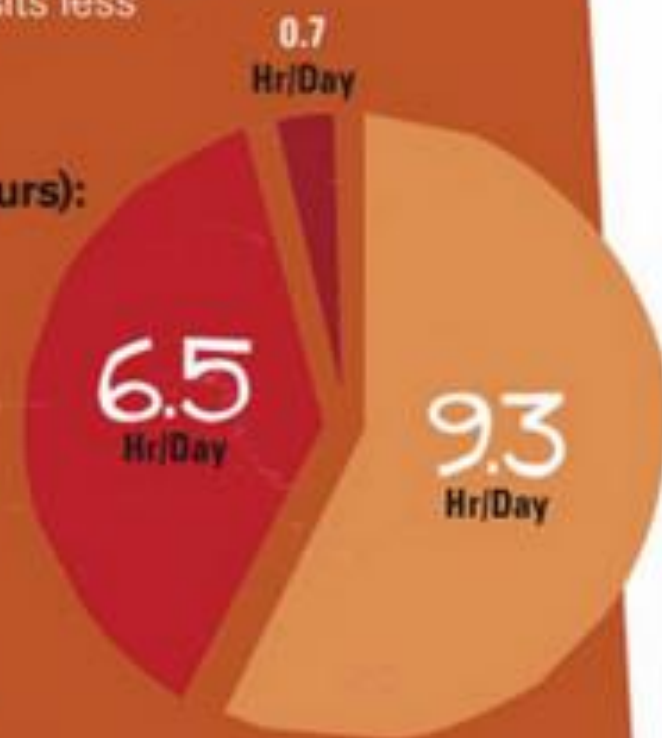


# SITTING INCREASES RISK OF DEATH UP TO 40%

Sitting 6+ hours per day makes you up to **40% likelier** to die within 15 years than someone who sits less than 3. Even if you exercise.

## Average Physical Activity (Waking Hours):

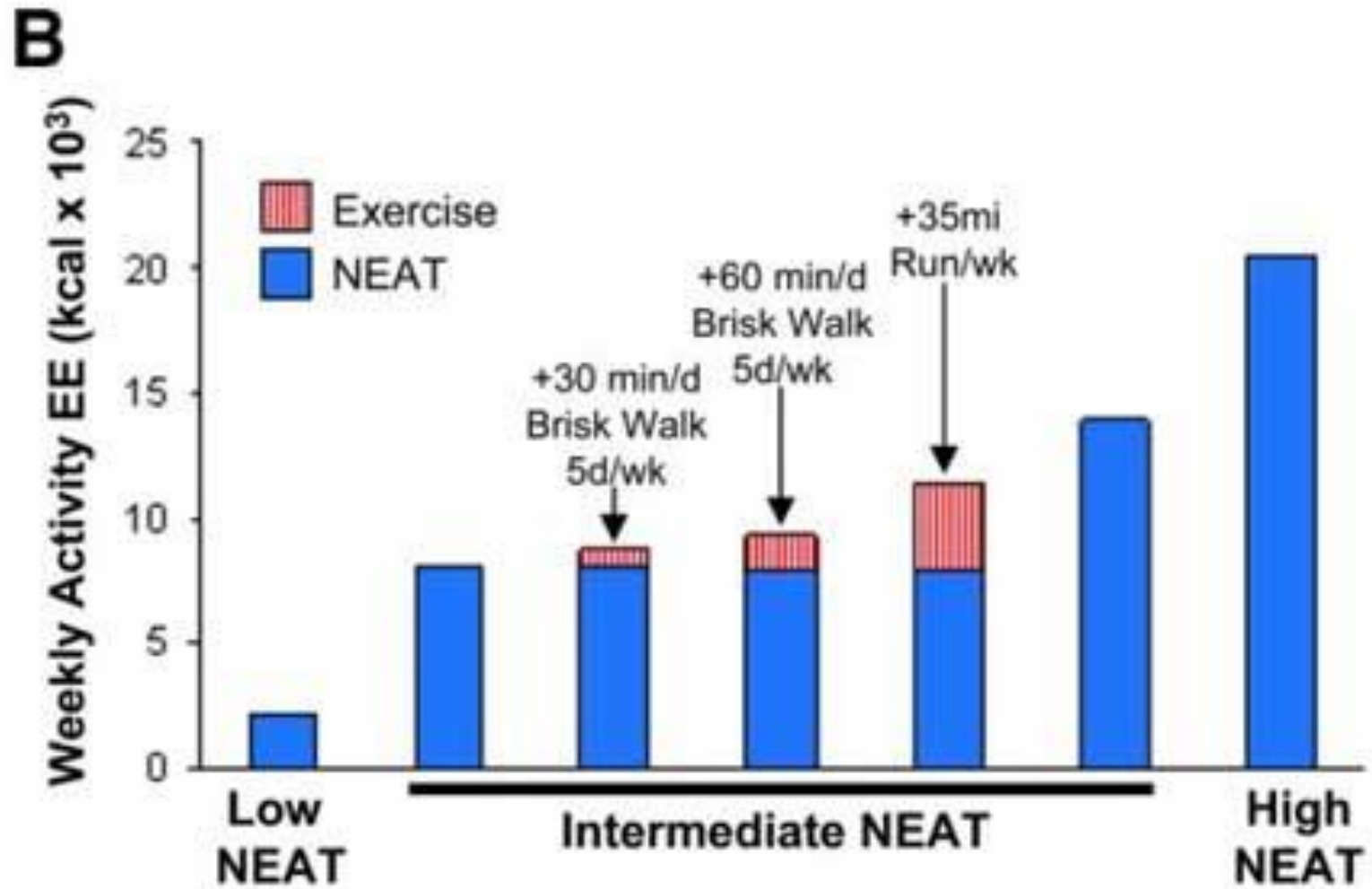
-  Sedentary
-  Low-Intensity Physical Activity (Walking, Standing)
-  Medium-Vigorous Physical Activity (Running, Sports)



Studies show that only reducing sitting time helps.  
**It's clear that sitting is killing us: but how?**



# N.E.A.T.





























# The New Wellness Paradigm



Nourishment



Movement



Stillness



Connections



Wellbeing



**The Art of**  
*Sitting*  
**and**  
**Doing**  
*Nothing*







THE  
MANDARIN SPA  
HONG KONG

# SILENT NIGHT.



Luxuriate in the contemplative calm of a special spa retreat. The lights will dim, a hush will fall, and a restorative peace awaits.

14 December 2016 From 5pm to close at The Mandarin Spa [mandarinoriental.com](http://mandarinoriental.com)



# The New Wellness Paradigm



Nourishment



Movement



Stillness



Connections



Wellbeing















# The New Wellness Paradigm



Nourishment



Movement



Stillness

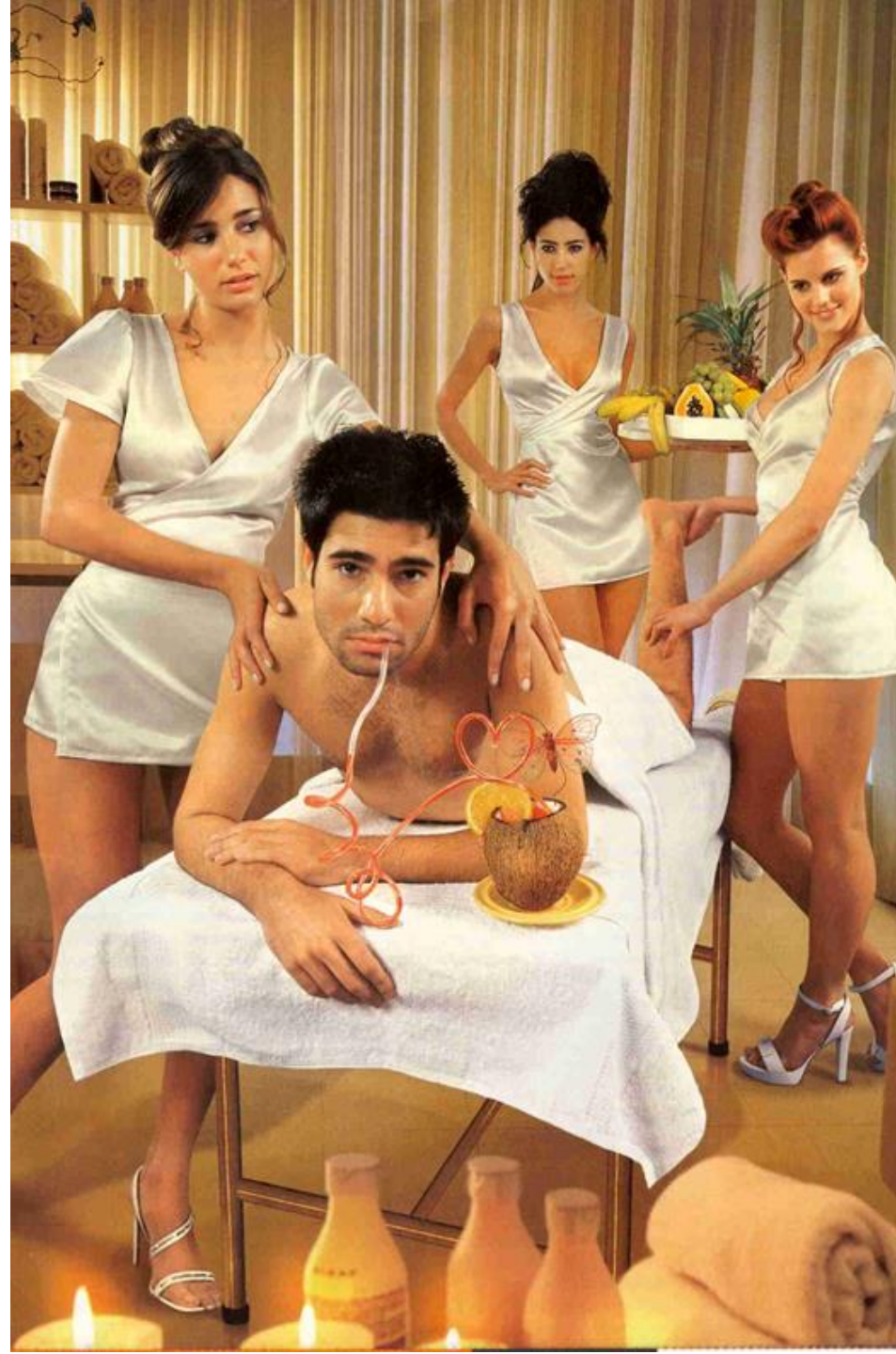


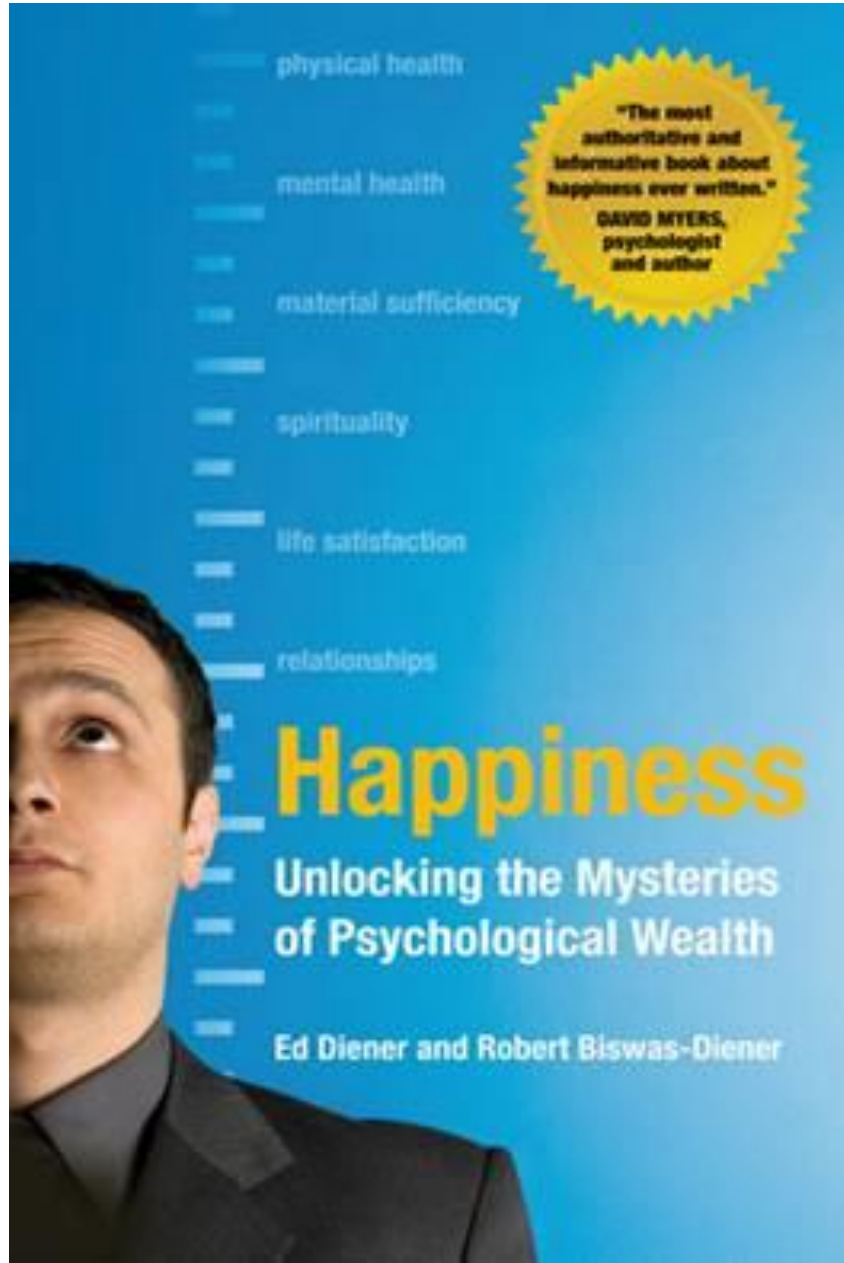
Connections



Wellbeing







# Happy People

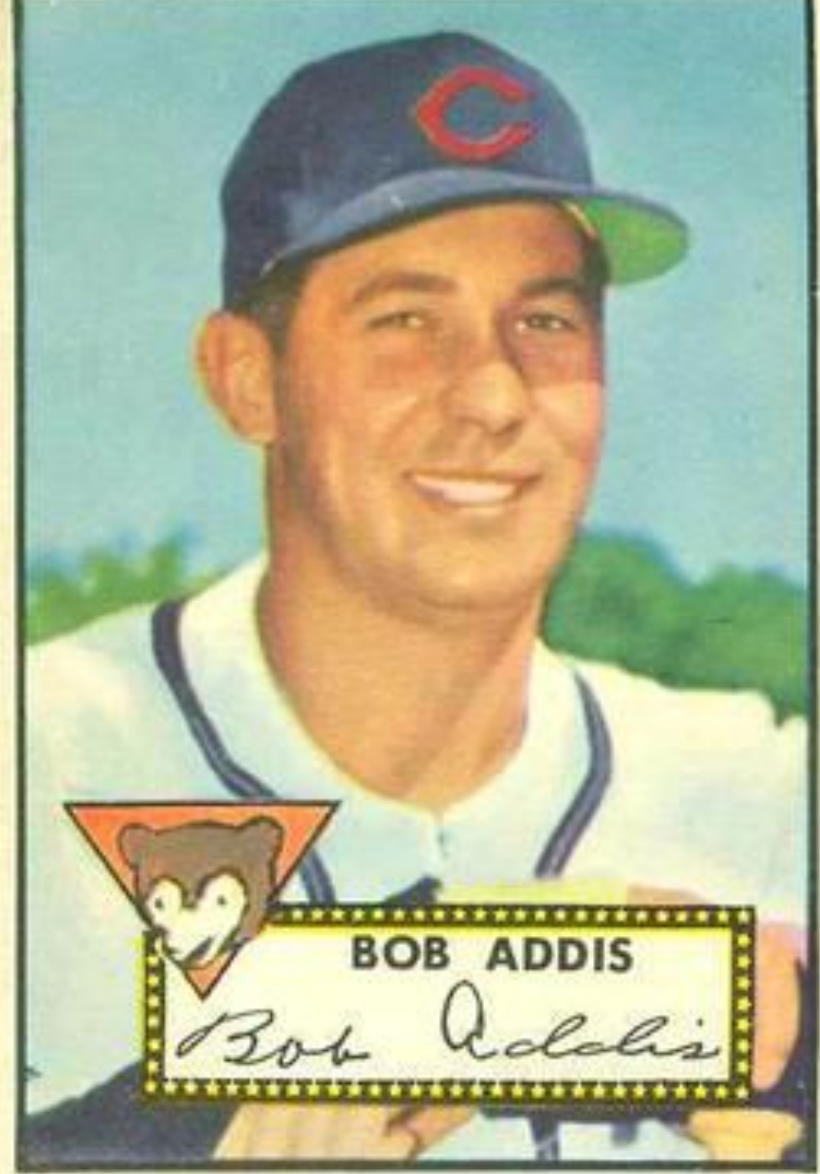
- Have better physical and mental health
- Have better relationships
- Use their intelligence and creativity more efficiently
- Are more successful, earn more, and are better leaders





**STEVE GROMEK**

*Steve Gromek*



**BOB ADDIS**

*Bob Addis*

# Longevity in the Nun Study

## Survival Rate at Age 85:

Most Cheerful Quartile      79%

Least Cheerful Quartile      54%

Danner, Snowdon, & Friesen, 2001.













# The New Wellness Paradigm



Nourishment



Movement



Stillness



Connections



Wellbeing

# Hospitality Innovations

1940s: Air Conditioning

1950s: Televisions

1960s: MiniBar, Room Service

1970s: Shampoo, HBO

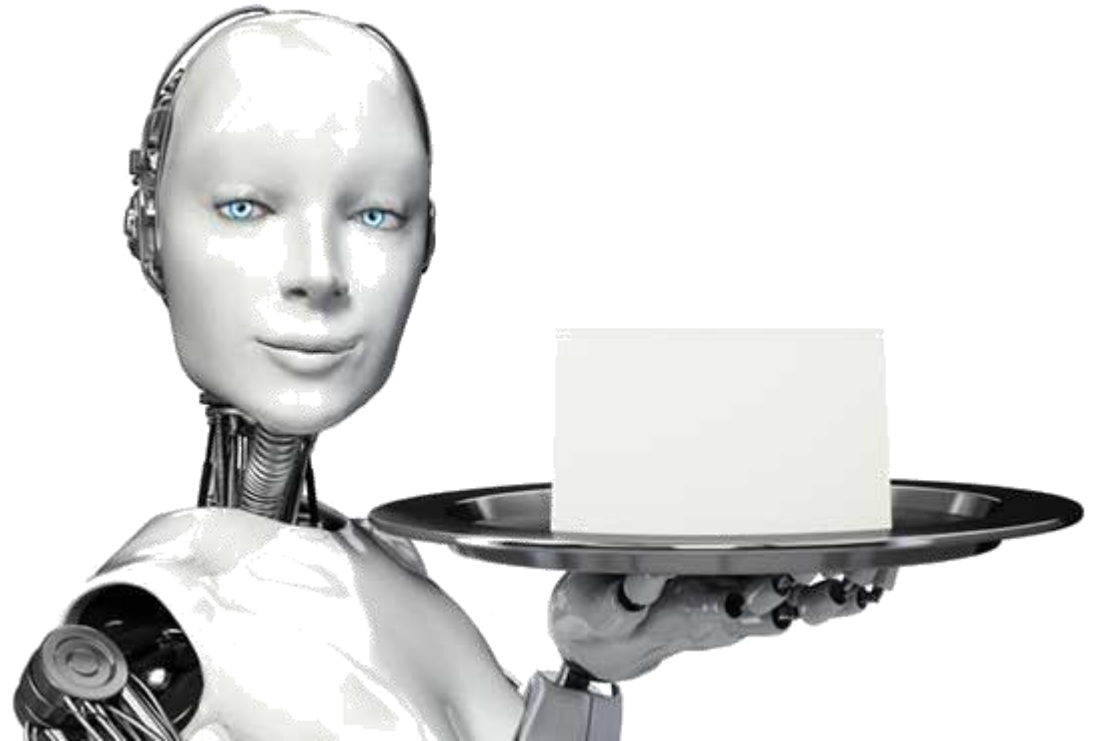
1980s: Health Clubs

1990s: Spas

2000s: WiFi

2010s: Wellness

2020s: ???







Thank you.