

# Empowering wellness worldwide: A critical analysis of the Global Wellness Institute (GWI) journey 2014-2021

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**Abstract** | The paper was focused on published news content of the Global Wellness Institute (GWI). GWI is a non-profit organisation empowering wellness globally, educating the public and private sectors on preventative health and wellness. GWI, since its inception in 2014, has been quite proactive in highlighting and disseminating the issues and avenues of the wellness market. Moreover, in academic endeavours, keeping in view the authentic and updated statistics, GWI publications have been consistently quoted. However, the assessment of GWI and its decelerations has not been yet envisioned in academia. This study aimed to accentuate to disentangle this issue and emphasize analysing the news contents of GWI. The interface of NVivo 12 analysed the press release content. Results unveiled the major functional dimensions of GWI includes Stakeholders Collation and Partnership, Pluralistic Sightedness, Statistical and Research Resilience, Wellness Internationalization, Non-Commercial Agenda, and Contextual Adaptations. These findings revealed that the manifesto of GWI with regards to wellness empowering for the global industrial and academic arena associated with tourism is perfect. Furthermore, these inductive themes from the news content of GWI provided touchpoints for the academic and industrial stakeholders that are needed to be emphasized the in future wellness tourism framework.

**Keywords** | Global wellness institute – GWI, wellness, wellness economy, wellness tourism, fitness and mind-body

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## 1. Introduction

Travelling for physical, psychological, and spiritual well-being has been a phenomenon prevailing very long. People in numerous regions in the past travelled to the selected destinations to experience well-being, including physical relaxation and cognitive recreation (Chen et al., 2008; Kempainen et al., 2021). Health entity being the central one remained pivotal for almost all the physical and mental activities humans perform. Broadly, the tourism sector has also some classical imprints from well-being, and one segment of tourists specifically perform touristic activities purposely based on well-being (Backman et al., 2022; He et al., 2022; Kay Smith & Diekmann, 2017). Crossroads of physical well-being and tourism obligated the state and non-state actors from the health sector and ancillary tourism segments to coordinate the welfare of humanity and extraction of revenue (Suess et al., 2018).

Interestingly, commonalities do exist between tourism and well-being, or rightly called wellness tourism. In both, the tourists seek relief from a hustling life and achieve the best standard of health. These similarities, coupled with the urge of tourists to be more inclined towards health benefits, have set the foundations for the introduction of wellness tourism. Wellness tourism entails considerable attention from numerous shareholders of tourism, and some destinations have been developed primarily to tap the rising potential of wellness tourism (Csirmaz & Pető, 2015; Dini & Pencarelli, 2022; Heung & Kucukusta, 2013; Voigt & Pforr, 2013; Zhong et al., 2021). In addition, the hustling lifestyle predominantly in the ongoing corporate regime has further compromised the health scales of individuals. Individuals and groups tend to have an element of relaxation in the sandwiched timeslot, allowing them to continue their business routines and well-being steps simultaneously.

Similarly, even the travel sector has some deep imprints on travellers' health in terrestrial, ma-

rine, and aerial communication. Specific terminologies, including Jet lag and travel fatigues, originated, compelling the wellness sector to present remedies for these. This is why academia and industries have emphasized the growing demand in the wellness tourism market. Due to the COVID-19 pandemic, another exciting bond between the tourism and health sectors emerged. Pertinently, apart from the destructive imprints of the pandemic, there have been positive emblems in the wellness industry (Choudhary & Qadir, 2021). GWI has also been instrumental in framing wellness as a potential area to be considered on private and state levels. To this point, GWI, since its inception in 2014, has been quite proactive in highlighting and disseminating the issues and avenues of the wellness market.

Moreover, in academic endeavours, keeping in view the authentic and updated statistics, GWI publications have been consistently quoted. These citations validate the fact that GWI is a recognized organization and a significant stakeholder in the global wellness tourism market.

However, the analysis of GWI and its decelerations has not been yet contemplated in academia. Similarly, the news content of GWI has also not been explored in an elaborative and holistic context. This study accentuates disentangling this issue and emphasizes analysing the news contents of GWI. While operationalizing this issue under probe, the research questions designed have been:

RQ1: What are the engrained notions the news content of GWI transmits to the outer global arena?

RQ2: How GWI has followed the lead of wellness in the letter and spirit of news sources?

Following the research questions, this study aims to unravel embedded dimensions within the narratives of the news contents of GWI and integrate these dimensions into specific themes. As a

result, it provides an overview of GWI's previous activities for general readers, academics, and policy stakeholders. Moreover, while describing the current innovative trends of wellness in the pandemic, the study forecasts the future of wellness as well.

The structure of the article is as follows: The literature review section elaborates on the concepts associated with wellness in the context of the topicality of this article. Further, the methodology section highlights the research strategy, procedure of data collection, and analysis technique. The results and discussion section then explains the generated themes as well as their critical conflict with existing scientific studies. Concluding remarks, implications, and limitations are provided in the last section of this article.

## 2. Literature review

### 2.1. Wellness tourism

The tourism industry has seen significant structural shifts in the 21st century as a result of the emphasis shifting toward satisfying a wider range of customer expectations (Liberato, Brandão, Teixeira & Liberato, 2021). Tourists today are interested in participating in a variety of sports and physical activities, are becoming more appreciative of natural touch, and, most importantly, value the availability of recreational options and facilities (Santos & Fernández, 2010). Wellness has long been a philosophical and sociological concern, and gradually, research has spread to subject areas such as psychology, health science, and economics, among others (Smith & Diekmann, 2017). However, from a theoretical and methodological approach, tourism studies have also centred increasingly on wellness in recent decades, developing tourist experiences based on wellness (Cornelia & Pforr, 2017).

Health tourism is any travel that is done primarily to promote physical, mental, or spiritual well-being through wellness and healthcare activities (World Tourism Organization and European Travel Commission, 2018). The Global Wellness Institute (GWI) has nevertheless pointed out that the umbrella term "health tourism" is used to include both medical and wellness tourism practices, from surgery to yoga retreats (Global Wellness Institute, 2018a). According to the GWI Wellness is "the active search of activities, opportunities, and behaviours that lead to a holistic state of health," As a result, well-being is not a passive state but rather an "active exercise" including intentions, choices, and behaviours as individuals strive for the best possible level of health and wellness (Global Wellness Institute, 2018a). Holistic health, which has numerous components (physical, mental, environmental, spiritual, emotional, and social) and should function harmoniously as a whole, is related to wellness. These three components could result in vacations that combine 1) pleasure and hedonism, 2) altruistic activities, and 3) meaningful experiences within the context of integrated and holistic wellness tourism (Smith & Diekmann, 2017; Liberato et al., 2021).

The promotion of regional products and designations of origin, the creation of jobs, and the empowerment of women are all results of wellness. Health practises are tied to wellness, which can help revive conventional wellness practices and lessen the mental health epidemic. In addition to supporting environmental protection and fostering sustainable tourism, wellness also contributes to the preservation of natural and cultural resources. Wellness raises social capital and quality of life (Global Wellness Institute, 2019).

Wellness tourism accounted for 14% of all tourist expenditures globally in 2015, according to the Global Wellness Institute (2016), although accounting for just 6% of all trips. The worldwide market value of wellness tourism is expected to rise from US\$ 600 billion in 2016 to US\$ 1000 billion in

2020. Wellness tourism is a broad term that refers to physical activities that visitors engage in to enhance their physical and mental well-being (Mueller & Kaufmann, 2001). Visitors increasingly see it as a viable way to counteract the adverse effects of contemporary living and improve general well-being (Kelly, 2010). Pertinently in the last decade, wellness tourists statistics have experienced significant growth (Zhong et al., 2021).

Trips that include physical fitness, relaxation, meditation, and mental activity are just a few examples of wellness tourism (Kelly, 2010; Ferreira, Silva & Seabra, 2017). Many marketing outlets advertise wellness tourism as a type of vacation activity that addresses all aspects of well-being and may help people alter their lifestyles and behaviours (Smith & Kelly, 2006). At the same time, global demographic, lifestyle, and health trends highlight how wellness may enhance people's lives, companies' bottom lines, and society's healthcare expenses. Consequently, wellness tourism sits at a profitable crossroads between the growing and global tourist industries.

Experience is the primary product of the tourism industry (Morgan, Elbe, & De Esteban Curiel, 2009). Tourists participate in the one-of-a-kind and unforgettable activities put on by tourist firms and places (Tung & Ritchie, 2011). Pine and Gilmore's (1999) experience economy paradigm has been widely used by academics and businesses to evaluate consumer experience (Hayes & MacLeod, 2007; Loureiro, 2014).

According to Pine and Gilmore (1999), Customer experience should be evaluated from four perspectives: entertaining, instructive, aesthetic, and escapist. The paradigm developed by the authors is relevant to a variety of tourist sectors and kinds, including wineries (Quadri-Felitti & Fiore, 2012), rural tourism (Loureiro, 2014), and charter tourism (Quadri-Felitti & Fiore, 2012). (Lauring, 2011). For example, Pine and Gilmore's (1999) work was praised by Oh, Fiore, and Jeoung (2007) as a conceptual match to the tourism context by embracing

diverse components of tourist experiences across different places.

## 2.2. Global wellness institute (GWI)

The Global Wellness Institute (GWI) is a non-profit organization to empower wellness globally, educating both the public and private sectors on preventative health and wellness. GWI's research, activities, and initiatives have helped develop the \$4.5 trillion wellness industry and bring together the health and wellness industries. Research, Initiatives, Roundtable Discussions, Wellness Evidence, and the Wellness Moonshot are the five pillars of the GWI. A World Free of Preventable Disease; the GWI educates and connects essential stakeholders who can influence our planet's and inhabitants' overall well-being. The GWI provides free access to all of its essential information and tools, making it accessible to everyone, wherever (Global Wellness Institute, 2022a).

GWI Initiatives illustrate the industry's and Institute's breadth and depth. Each initiative aims to create a project with a shared purpose of affecting global well-being. This may be a best practices handbook, a campaign to raise awareness about an issue or an event, a project to affect well-being in a particular market segment or region of the world, or an opportunity to innovate. The GWI's worldwide Roundtables provide a platform for thought-provoking discussions on the state of wellness in key industry sectors (Global Wellness Institute, 2017).

Roundtable panellists anticipate and investigate challenges that will define the future of wellness and cooperate on solutions to empower well-being globally and build the wellness industry. Medicine, science, business, technology, journalism, research, media, academia, spa and hospitality, architecture, beauty, finance, government, fashion, and other areas, are all represented at these Roundtables. London, New Delhi, New York,

Marrakech, Wales, Miami, and Hong Kong are just a handful of the cities where events have taken place (Hanson, 2019; Global Wellness Institute, 2020).

Following each roundtable, a report is generated and publicly distributed on the GWI website, making it easier for millions of people seeking alternative health solutions to research and evaluate information from the most authoritative source. This sort of evidence-based medicine is open access to thousands of clinical students who evaluate the effectiveness of various wellness approaches, from acupuncture to weight loss to mindfulness. The general public, the business community, and the media are all served by this website. It's completely free, and its approach is often regarded as revolutionary (Global Wellness Institute, 2020).

World free of diseases that can be prevented by bringing together a worldwide group of renowned wellness and medical leaders who are all committed to working together on a goal of critical relevance to the global community. The numbers that inspired The Wellness Moonshot are staggering avoidable disease causes 69% of deaths each year, and preventable causes account for 75% of healthcare expenses (Global Wellness Institute, 2022b; McGroarty, 2022).

### 2.3. Global wellness research

The Global Wellness Economic Monitor has become the go-to source of comprehensive global wellness economy statistics for business executives, scholars, and the media. Fitness and mind-body; healthy eating, nutrition, and weight loss; personal care, beauty, and anti-ageing; preventative and personalised medicine and public health; spa economy; thermal/mineral springs; traditional and complementary medicine; wellness real estate; wellness tourism; and workplace wellness are among the industry segments covered in annual reports. The reports also provide a complete, up-

to-date picture of the global wellness economy's size, breadth, and growth patterns/projections, as well as in-depth regional-level analyses, trends, and statistics for six worldwide regions (Global Wellness Institute, 2018b).

The worldwide wellness sector expanded 12.8% from 2015 to 2017, from \$3.7 trillion to \$4.2 trillion, according to the Global Wellness Economy Monitor study. The wellness economy grew at a rate of 6.4% each year from 2015 to 2017, nearly twice as fast as the world economy (3.6%). Wellness spending (\$4.2 trillion) currently accounts for more than half of global health spending (\$7.3 trillion). In addition, the wellness business accounts for 5.3% of the worldwide GDP (Global Wellness Institute, 2018b; Travel Agent Central, 2018).

### 2.4. International development of wellness

Wellness is more than a passing trend; it is a new way of life that shifts people's behaviour. In reality, today's wellness customers are looking for a new way of life and want to make a difference. Wellness is practised because people want to look and feel better, reduce weight, slow down the ageing process, ease pain or discomfort, manage stress, and enhance their health.

Body and mental fitness may be described as the key objective. The tourist industry is flourishing due to economic globalisation and growing political integration (Pulido-Fernández & Cárdenas-García, 2021). This is critical for the widespread expansion of wellness tourist activities. The factors of this exponential growth include:

- The stability of social connections in Western countries is in jeopardy (Smith & Kelly, 2006)
- Traditional faiths are disintegrating, and communities are becoming increasingly fragmented

- Advances in science and medicine have resulted in improved preservation of the population values, and interests may be expressed
- Changes in lifestyle: more people are seeking cosmetic surgery, spas, retirement communities, fitness centres, and other therapies (Garcia-Altes, 2005)
- Ageing demography with longer life expectancies. Elders are emulating the behaviours of young people and becoming increasingly active in their leisure and vacation time.
- The baby boomer generation is approaching the point in their lives when they have the most discretionary cash and the greatest desire to travel. They may be less price-conscious while simultaneously being more aware of other factors like location, destinations, secrecy, and quality (Smith & Kelly, 2006)
- The elderly population's desire for quality, convenience, security, comfort, and luxury is growing
- Women are the ones who start the wellness trend. Women are more aware of the need for bodily balance and harmony than males
- Changes in modern societies: pressure and stress are on the rise, necessitating and desiring appropriate relaxation. There is less time for relaxation and rejuvenation. Relaxation and leisure time are becoming increasingly essential
- As the number of single-parent families rises, so does the number of social interactions
- There is a growing awareness of health issues: ways to feel better and avoid or prevent depression are becoming more prevalent (Smith & Kelly, 2006)

- Travelling has become a popular way of life (Ferreira, Silva & Seabra, 2017). Consumers have travelled extensively and are looking for something fresh and unique in their vacation experience

## 2.5. Stakeholders in the wellness tourism

Wellness tourists require transportation, food, and housing in addition to wellness activities, and they are likely to seek out shopping and entertainment. These businesses profit from wellness tourism and are part of the wellness tourism economy, whether wellness-specific or not.

There are numerous opportunities to incorporate wellness into various amenities and services, which can help businesses differentiate, provide more value, and capture higher spending by wellness travellers. For example, airport spas that target wellness travellers in transit; wellness-focused hotels for those who want better sleep and regular fitness routines; speciality restaurants serving healthy, organic, or local cuisine; transportation companies that use clean fuels or low-/zero-emission vehicles; and transportation companies that use clean fuels or low-/zero-emission vehicles.

Wellness tourism may be able to assist locations in reducing the adverse effects of mass tourism or over-tourism. Because health tourists tend to be high-spending and prefer original and unique experiences, there is less pressure for destinations to compete on price and quantity in a "race to the bottom" strategy.

Wellness tourism also allows places to minimise the seasonality of their tourist flows. In the summer, ski locations may appeal to wellness tourists interested in hiking and other outdoor activities. Still, in the winter, beach destinations may appeal to visitors seeking a quieter atmosphere to de-stress or escape.

Lifestyle resorts specialise in involving tourists and demonstrating alternative everyday activities

that will enhance and preserve a person's health and help them achieve personal objectives such as weight loss, fitness, and stress management. Whether religious or not, spiritual resorts are lin-

ked to emotional and spiritual growth. The most common feature is meditation based on a particular philosophy or practice (Botterill, Pennings & Mainil, 2013).



Figure 1 | Wellness Tourism Stakeholders  
Source: Author's work

## 2.6. Covid-19: a wake-up for wellness

COVID-19 is a worldwide wake-up call. People were going about their usual lives, going to work, school, and other activities one minute, and the next, hundreds of thousands had perished, millions had been infected, and half of the world's population was under some lockdown.

Never before has the health and well-being of so many people throughout the world decreased so fast and concurrently. The Coronavirus epidemic exposes the global health divide between the "haves" and "have-nots". COVID-19 sufferers are significantly better cared for in wealthy nations and communities with sufficient healthcare resources. Because our health and immune systems are the first lines of defence against infectious disease, the "haves" also include those in good health.

Healthy people are more likely to experience minor symptoms and recover from COVID-19. Still, persons with chronic illnesses, such as diabetes, heart disease, or weakened immune systems are at a higher risk of severe sickness and de-

ath. Wellness is more essential than ever in these trying times (Andreu et al., 2021; Li & Huang, 2023). The active pursuit of activities, choices, and lifestyles that contribute to holistic health is wellness. Physical, mental, emotional, social, environmental, and spiritual elements all play a role in our overall well-being. When any of these pillars of existence are missing or inadequate, we are neither whole nor genuinely well; each dimension strengthens or weakens the others.

COVID-19 has elicited extraordinary responses because it forces us to work together to address a global public health concern. The necessity to control residents' physical and economic suffering increasingly drives government actions. To limit the virus, businesses, communities, and people are being pushed to modify their habits, from working and learning from home to handwashing and wearing masks. Imagine if we used the same commitment and collective effort to address the widespread and massive physical, mental, social, and environmental unrest in the aftermath of the crisis. We can do plenty to improve our health founda-

tions and create resilience for ourselves, our families, and our communities – but doing so will need a shift in priorities and behavioural changes on all levels.

### 3. Methodology

Because of the explorative research design, this study seeks to investigate the textual news bulletins of the GWI. A qualitative approach was used to investigate the underlying objectives of our research questions concerning the dissemination of news narratives about wellness and its trends. Moreover, this approach assisted in assessing past publications and the changing dynamics of wellness in the ongoing global milieu. In addition, the analysis section within this approach helped predict the future of wellness. In the paradigm of tourism studies, the qualitative approach has been nominated as insightful (Peterson, 1987; Rezapouraghdam et al., 2022). To this end, the news bulletin from the very foundation date of this organization till the time of writing (80) has been collected. Prior discussion with the management of GWI was made regarding the purpose of this study, and consent was duly provided to the researchers to use these publications for the research purpose. Data collection has been followed by the data analysis section performed on the interface of NVivo 12, Microsoft Word and Excel sheets. To perform this phase, a thematic analysis has been carried out. Thematic analysis (TA) is a qualitative analysis approach widely recognized and used to unravel the embedded themes within the available data (Braun & Clarke, 2006). In the domain of tourism studies as well, as discussed by Berbekova et al. (2021) the thematic analysis has proved its capacity to enable the researchers to segregate the largest set of data into describable themes/dimensions. In the initial phase of analysis, transcripts have been generated from the news bulletins. From these

transcripts, codes were generated, and the synthesis of these codes into themes and sub-themes was performed. These inductive themes from the news sources have been discussed in the results section with the already available deductive themes from the secondary data. According to McCarthy (2021), such a combination of inductive and deductive themes provides significant insights and synchronization between the new theories and the existing body of literature. Such juxtaposition of inductive and deductive themes further adds novelty to the academic and industrial discourse (Rishi et al., 2015). Next to this, final reflections, implications, and avenues for future research were sketched.

#### 3.1. Data collection

GWI's official website is the primary and sole source consulted for the data collection. In tourism studies, considering the merits and wide range of audiences the newspapers cover, the news sources/content has been commonly recognized as a pertinent source of credible information and its ability to shape the tourism system (Cheng & Edwards, 2019). Moreover, amid the pandemic, the researchers while knowing the relevancy of newspaper content, have contemplated the arising themes and dimensions due to the introduction of Covid-19 (Chen et al., 2022). Press releases during the time slot of 2014-2021 have been the central entity of data acquired for analysis. GWI, an independent organization, has been officially contacted by the researchers, and consultation has been made to have prior permission to use press releases. These press releases spanned from the foundation year of GWI (2014) to 2021 (Till August). A total of eighty-one press releases have been downloaded, consulted, and analysed to interpret the issue under discussion. Provision of the URL links, access date, and assigned coding of these press releases have been done in Appendix 1.



### 3.2. Data analysis

For the analysis section, the interface of NVivo 12 has been employed. A binary flow of theme generation and word cloud has been used to assort the data and transcripts created from the news sources of GWI. In some instances, manual coding and classification have been made on Microsoft Word and Excel ports. For practical elaboration and convenience, the texts in the press releases have been assigned coding of TN1, TN2, and TN3. In the data analysis phase, transcripts have been generated from the press releases in the initial section. Considering the abundance of information, coding has been done to gather the essential data from these transcripts. These codes were collated to have specific themes and sub-themes. These inductive themes from the press releases- the primary data source- have been corroborated in the result section of this study. In addition, the critical conflict has also been carried out between these inductive and deductive themes – which emerged from the secondary sources.

## 4. Results and discussion

The analysis of data has resulted in the emergence of the following thematic dimensions.

### 4.1. Stakeholders collation and partnership

Interpretation of news contents of GWI revealed that over the years, several stakeholders from different sectors of tourism, hospitality, travel, and wellness had been invited to participate in meetings, conferences, workshops, and roundtables to analyse the growing trend of wellness. Starting from the year of foundation, the first news declaration has been on the same principle focus of GWI. An in-depth analysis of the scripts of news sources

of GWI has also uncovered the proactive strategy of this non-profit organization to have mutual collaborations with the emerging actors of wellness and associated sectors. As depicted in Table 1, regular collation meetings with the segregated stakeholders and discussions and frameworks were made to establish workable partnerships. It seems that GWI realized long ago the importance of collating the different stakeholders on a common front and contributing in an integrated way. For wellness tourism as well, studies have pointed towards the same approach (de Figueiredo et al., 2021; Tuominen et al., 2016; Voigt & Laing, 2014) and pertinently in the pandemic times (Chhabra, 2020) and for goal #17 of sustainable development goals SDGs. Given the significance of tourism determinants, studies have advocated for the creation of a platform primarily for the supply sector to share knowledge (Alexis-Thomas, 2020), the integration of business strategies (Darwazeh et al., 2021), and the creation of competitive and innovative cooperation (Szromek, 2021).

### 4.2. GWI's pluralistic sightedness

The analysis of the news archive of GWI revealed that this organization had pursued the philosophy of pluralism while collecting worthwhile insights from the wellness experts. This includes a vision of 'Taking on Board the Wellness Experts' and dialogue with the experts in an intriguing and proactive context, see Table 2. This philosophy has been endorsed in several studies and accredited as a passport for the sustainable advancement of the wellness tourism system (Bowers & Cheer, 2017; Chassagne & Everingham, 2019). Primarily, in the global halt of the tourism business amid pandemics, GWI has been more oriented towards engaging these experts and having their hand on experience on the issues and potential of the wellness market. Nevertheless, the pluralistic approach in the tourism planning process has been ascertain-

ned as pivotal (Jordan et al. 2013), a catalyst for the dissolution of undesirable power hegemony (Yasarata et al. 2010), and an efficient strategy for the coexistence of communities and protected areas (Rishi, 2004).

Table 1 | Stakeholders Collation and Partnership

Theme/s	Excerpt Code	News Excerpts
Stakeholders Collation and Partnership	TN 1	The Global Wellness Tourism Congress (GWTC) held the first roundtable at Dorchester, London, on April 1 <sup>st</sup> , 2014. The invite-only event attracted leaders from the Finnish, Greek, Moroccan, Portuguese, Spanish, Swiss, and the United Kingdom (UK) tourism ministries, organisations, and travel and healthcare executives from The World Travel & Tourism Council (WTTC) Bupa, the global healthcare group.
	TN 2	The GWI held the first roundtable discussion in the United States of America (USA) at the Cultural Services of the French Embassy in New York City on November 19 <sup>th</sup> . The invite-only discussion moderated by Peter Greenberg, a travel news journalist, attracted leading wellness-related executives from Atout France, Carol's Daughter, Delos, Everyday Health, InterContinental Hotels Group, Pegasus Capital Advisors, Pravassa Wellness Travel, Reboot with Joe, Red Door Spa Holdings, Robert D. Henry Architects, Serenbe, Spafinder Wellness Inc., SRI International, Well-Being Travel, Wellness Interactive, and WTS International.
	TN 3	The GWI, in partnership with the Scientific American Worldview, recently held an invitation-only roundtable on "The Science of Wellness: Hype or Hope?" Leaders congregated from the medical, science, business, technology, research, media, workplace wellness, and hotel/spa sectors
	TN 4	The July 14 <sup>th</sup> 2015 GWI event attracted medical, policy, and business academicians from Swansea University, ABM, and Hywel Dda University. The health board, health, social services, culture, and tourism government dignitaries, private leaders, and science, hospitality, and performing arts third-sector leaders were also present.
	TN 5	The GWI held the world's first roundtable and forum on how designing for human health and wellness will profoundly transform the architecture, engineering, and construction (AEC) industries.
	TN 6	At the Arabian Travel Market (ATM) in Dubai, the GWI organised the second annual symposium on "The Wellness Showcase: Wellness Experiences and Travel Trends, 2018.
	TN 7	The GWI held a third annual Wellness Symposium, presenting the latest research and trends for the Middle East-North Africa wellness tourism markets.
	TN 8	The GWI announced the establishment of 16 wide-ranging initiatives chaired by a dynamic, unique wellness sector leader. These initiatives were designed to solve key industry issues and further the global wellness conversation.
	TN 9	The World Travel Market and the GWI have established a strategic partnership, which will commence at Arabian Travel Market (April 24-27) in Dubai.
	TN 10	Susie Ellis, Chairman and Chief Executive Officer (CEO) of the Global Wellness Summit and the GWI, will be honoured this month by the Metropolitan New York Chapter of the USA National Committee for United Nations (UN) Women as a driver for gender equality in wellness. The "Champions of Change: Stand Up for Women Worldwide" event, which takes place on 18 <sup>th</sup> October at The Harmonie Club in New York, will be keynoted by Dr Phumzile Mlambo-Ngcuka, UN Under-Secretary-General and Executive Director of UN Women.
	TN 11	The GWI announced a unique collaboration with Hearst's <i>Prevention</i> magazine for 2020. <i>Prevention</i> magazine will dedicate an entire page to the GWI Wellness Moonshot Calendar theme every month.
	TN 12	The GWI announced the launch of the Supporting UN 17 Sustainable Development Goals (SDGs) Initiative. This initiative will focus on SDG goal No. 3, which aims to eradicate or significantly decrease various preventable diseases and deaths by 2030.
	TN 13	The GWI announced strategic partnerships in China, India, and Israel to disseminate information on the Wellness Moonshot: A World Free of Preventable Disease initiative to additional countries in 2020.
	TN 14	The GWI announced a collaboration with the Vatican on an ambitious new initiative to create a better, healthier, and fair world after the COVID-19 epidemic. In early April, Pope Francis announced a new COVID-19 commission focused on confronting the pandemic and visualising a post-COVID-19.
	TN 15	The Wellness Moonshot: A World Free of Preventable Disease initiative aims to eradicate global preventable lifestyle diseases. To reach individuals globally, the GWI has partnered with organisations and companies that reach distinct populations to address their specific health and wellness challenges with curated content.
	TN 16	The GWI announced a new initiative: Wellness Communities and Real Estate. The GWI collaborates with over 30 industry-specific collaborative groups to further the international conversation on wellness. This initiative further aids the understanding of the GWI 2018 landmark "Build Well to Live Well" research, the first in-depth study on the booming wellness communities and real estate sector.
	TN 17	The GWI signed an agreement with the UN World Tourism Organisation (UNWTO) to implement projects that address the role of wellness tourism in increasing tourism. The Memorandum of Understanding (MoU) was co-signed by Taleb Rifai, the UNWTO Secretary-General, and Susie Ellis, Chairman and CEO of GWI, during the London World Travel Market.

Table 2 | GWI's Inclusiveness

Theme/s	Excerpt Code	News Excerpts
<b>The GWI Inclusiveness</b>	<b>TN 18</b>	The GWI announced the appointment of two new board members: Michelle Floh, CEO of the Rona and Jeffrey Abramson Foundation, and Renee Moorefield, PhD, CEO of Wisdom Works. The new board members will introduce new expertise to the 13-member board as the organisation expands within the \$4.5 trillion global wellness economy.
	<b>TN 19</b>	The GWI announced that Victor Koo, chairman of Heyi Holdings and co-founder of the Tianren Culture, will join the GWI advisory board. This appointment highlights Koo's deep commitment to promoting "One Health, One Wellness," the harmony between health, the planet and the inhabitant's wellness.
	<b>TN 20</b>	The GWI announced the appointment of Rick Stollmeyer, a wellness entrepreneur, author, and Mindbody co-founder, to the advisory board.
	<b>TN 21</b>	The GWI released a new "Wellness in the Age of COVID-19" Question and Answer (Q\&A) with Cathy Chon, founder and managing director of Catch on, a Finn Partners company. Cathy is recognised for her provocative insights on travel, hospitality, wellness, and the Asian consumer and is extensively quoted in the media.
	<b>TN 22</b>	The GWI released a new "Wellness in the Age of COVID-19" Q\&A with David Stewart, founder of AGEIST, a media company and agency dedicated to championing the vitality and influence of the modern 50 years old demographic. Stewart conveys unique insights into how post-COVID-19 impacts this demography and several creative solutions to overcome the COVID-19 crisis.
	<b>TN 23</b>	The GWI released a "Wellness in the Age of COVID-19" Q\&A with Amaya Becvar Weddle, PhD, Vice President of Research and Product Marketing in Mindbody, a leading wellness technology platform. Weddle is passionate about studying human cognition, behaviour, culture, and market trends to generate wellness concepts during and post-COVID-19. In addition, her research team has been undertaking a series of exciting surveys on how the pandemic is changing wellness businesses and consumers.
	<b>TN 24</b>	The GWI released a "Wellness in the Age of COVID-19" Q\&A with Neil Jacobs, Six Senses Hotels Resorts Spas CEO. Neil is renowned in the hospitality sector for transforming Six Senses into "luxury hospitality" based on wellness and sustainability than any other brand.
	<b>TN 25</b>	The GWI released a "Wellness in the Age of COVID-19" Q\&A with Dr Nicola Finley. Dr Finley practices integrative medicine at the Canyon Ranch in Tucson, Arizona and worked for a decade to provide healthcare to economically disadvantaged communities.
	<b>TN 26</b>	The GWI announced that a significant 2015 research initiative would emphasise the role of workplace wellness in supporting global health and wellbeing. This project will be spearheaded by the newly appointed Senior Research Fellows, Ophelia Yeung and Katherine Johnston. They have conducted previous research projects at SRI International, which is affiliated with GWI.
	<b>TN 27</b>	The GWI announced that experienced research expert Tonia Callender has joined the organisation as a Research Fellow. In this newly created position, Callender will collaborate with Senior Research Fellows Katherine Johnston and Ophelia Yeung to quantify the ongoing new research at the GWI. They will also analyse diverse markets within the approximately \$4 trillion global wellness industry.
	<b>TN 28</b>	The Wellness Retail Initiative members will explore opportunities to develop digital and physical retail space wellness experiences, research consumer motivation and drivers for wellness-related products or services and anticipate future wellness retail consumer trends to support business operations. Whitney Austin Gray, PhD and Senior Vice President at Delos Living chair the Wellness Retail Initiative and Francine Miley, the Health \& Retail Head for Unibail-Rodamco-Westfield, the premier global developer and operator of flagship shopping destinations, serves as the Vice-Chair.
	<b>TN 29</b>	The GWI is introducing a newly formed Yoga Therapy Initiative that aims to spread awareness of the benefits of evidence-based research, innovations, publications, programs, and leadership in global yoga therapy. Moreover, Bija Bennett, a respected author, speaker, and business leader whose innovative teachings are derived from ancient yoga traditions, chairs the Yoga Therapy Initiative. Bennett is a wellness consultant, and through her holistic wellness brand YogaAway, she provides programs, products, and consulting services to significant worldwide hospitality brands.
<b>TN 30</b>	The GWI announced the appointment of John Kao, MD, a best-selling author on innovation and enterprise transformation, to the GWI advisory board.	

### 4.3. Statistical and research resilience

So far, GWI has been consistent enough to record and elaborate on the statistical features of the wellness industry. Table 3 validates this fact, and since its inception, consistent statistical reports and declarations have been made public. A synch-

ronized hierarchy may be well witnessed between the emerging wellness tourism market, issues, and possibilities. GWI has been proactively updating the global audiences about the percentiles and portions of this market. This approach recalls the study contributed by Zhong et al. (2021) which underlines the continuous monitoring of statistical

Table 3 | Statistical Research Resilience

Theme/s	Excerpt Code	News Excerpts
Statistical Research Resilience	TN 31	The \$3.4 trillion global wellness market is approximately three times larger than the \$1 trillion worldwide pharmaceutical industry. The wellness sectors with the most significant growth since 2010 are healthy eating, nutrition and weight loss (108% increase to \$276.5 billion), preventative and personalised health (78% increase to \$243 billion), complementary and alternative medicine (65% increase to \$113 billion), and beauty and anti-ageing (51% increase to \$679 billion).
	TN 32	The GWI released new data that elucidate the role of wellness tourism focus on countries rebuilding inbound tourism after short or long-term "image problems", such as wars, terrorism, drug violence, and natural disasters. The GWI defines wellness tourism as travelling associated with maintaining or enhancing individual well-being. Wellness tourism is estimated to grow at 9.1% annually from 2012 to 2017 or 58% faster than overall global tourism with an approximately 5.8% annual growth rate.
	TN 33	The GWI indicated the top 10 fastest-growing MENA wellness tourism markets by combining the total wellness trips and 2012 to 2017 annual growth percentages. The top three MENA growth markets, which have doubled the wellness trips from 2012 to 2017, are 1) United Arab Emirates (UAE) (993,352 trips added, 17.9% annual growth), 2) Israel (847,872 trips added, 18.6% annual growth), and 3) Morocco (825,703 trips added, 14.7% annual growth).
	TN 34	The GWI released 10 key takeaways from the 7 <sup>th</sup> GWI roundtable on "Redefining Workplace Wellness." This roundtable focused on the workplace wellness future. This roundtable aimed to further discussions beyond the company's Return On Investment (ROI) to identify wellness approaches needed to meet the changing workforce landscape to ensure healthier and more productive employees.
	TN 35	The GWI released "The Future of Wellness at Work", which offers a detailed analysis of the global workforce wellness, and approaches employed, and provides predictions of success. The workplace wellness concept will rapidly evolve in the future as a majority of the 3.4 billion global workforces is unwell. Approximately 52% of workers are overweight or obese, and 76% report well-being issues. The workers live in severe economic insecurity, where 74% make less than \$13/day, 45% are in low-skill or manual labour jobs, and 77% are in part-time or unstable occupations. Furthermore, workers are ageing at a significant rate, where 18% will be over 55 years old by 2030.
	TN 36	According to the GWI, the global wellness industry grew by 10.6% in the last two years, from \$3.36 trillion in 2013 to \$3.72 trillion in 2015.
	TN 37	The GWI recently reported that global wellness tourism revenues grew by 14% to \$563 billion from 2013 to 2105, doubling the overall tourism growth of 6.9%. The wellness tourism industry is projected to grow another 37.5%, to \$808 billion, by 2020. In addition, the GWI released new information, indicating that international wellness tourism reported a 20% growth from 2013 to 2015 to the domestic wellness travel industry, which grew by 11%. The secondary wellness tourism industry (wellness services sought during travel, but not the primary purpose) grew slightly faster than primary wellness tourism. The GWI also indicated the top 20 national wellness travel markets (inbound and domestic combined). The USA remains the best wellness travel market, with \$202 billion in revenues, or three times more than Germany, which ranked second. Conversely, China exhibited the most significant growth: increasing from the ninth-largest market in 2013 to the fourth in 2015 with a 300% revenue growth from \$12.3 billion to \$29.5 billion.
	TN 38	The GWI released the 2016 Global Wellness Economic <i>Monitor</i> , the measures and analyses of the 10 global wellness <u>pre-released data revealed</u> that the worldwide wellness industry grew an impressive 10.6% to \$3.72 trillion from 2013 to 2015, while the global economy shrank by -3.6%. This growth indicates the wellness tourism market is one of the fastest-growing and most resilient markets.
	TN 39	According to recent <u>GWI research</u> , the "homes and communities proactively designed for residents' physical, mental, social, and environmental health" global market increased by approximately 20% to \$119 billion from 2013 to 2015.
	TN 40	The GWI announced a curated agenda for the Wellness Travel Symposium for the Dubai World Travel Market's Arabian Travel Market from April 24 <sup>th</sup> to 27 <sup>th</sup> . According to Susan Ellis, the GWI chairman and CEO, "wellness tourism continue to rapidly grow in the Middle East, twice as fast as the global tourism growth from 2013 to 2015".

variation in the wellness tourism market. Moreover, the statistical information, in the context of wellness destinations, assists the stakeholders in the phases of forecasting and planning. For instance, in the domain of demand determinants of tourism, the statistical data sketches an overview of wellness tourism and motivational factors (Kes-

ler et al., 2020). Such a quantitative approach assists to measure the wellness tourism experience (Kongtaveesawas et al., 2022). Further, the statistical data protect indigenous knowledge and helps in marketing practices (Meera & Vinodan, 2019).

Table 3 | Statistical Research Resilience (cont.)

<b>TN 41</b>	The GWI released data on the recent growth and MENA wellness tourism and spa market trends. Despite security concerns in countries, such as Egypt, Israel, Jordan, Morocco, and Tunisia, the MENA wellness tourism revenues grew by 6% annually from 2013 to 2015, to approximately \$8.3 billion aligning with global growth rates. The MENA spa market annual revenue rapidly increased from \$1.7 billion to \$2.1 billion, or a 10% annual growth, five times faster than the average global growth rate of 2%.
<b>TN 42</b>	The Zurich-based Gottlieb Detweiler Institute (GDI) presented A new report on "Wellness 2030: The New Techniques of Happiness" at a New York press conference organised by the GWI. This new research report highlights current wellness providers while offering a radical vision for the wellness tourism industry.
<b>TN 43</b>	According to a GWI report, attractive individuals receive various advantages in life, such as higher employment rates, higher salaries, and lesser penalties, and are perceived to be more intelligent and trustworthy. Conversely, a "disfigured-is-bad" bias exists among people. People with minor facial disfigurements may be perceived negatively as having undesirable personality traits, such as emotional instability and laziness.
<b>TN 44</b>	The GWI released the "Build Well To Live Well" report, the first research to analyse the global and regional wellness lifestyle, real estate, and community market. The approximately 150-page report indicates that real estate and communities that intentionally prioritise people's health in the design, creation, and redevelopment are the residential real estate frontiers.
<b>TN45</b>	The GWI announced a detailed update for the <i>Global Wellness Economy Monitor</i> at the Global Wellness Summit in Technogym Village, Cesena, Italy from October 6 <sup>th</sup> to 8 <sup>th</sup> . This highly anticipated research will update data for 10 industry segments encompassing the global wellness economy. This report provides a comprehensive, updated analysis of the global wellness market size and scope, and regional-level analysis, trends, and data.
<b>TN 46</b>	According to the <i>2018 Global Wellness Economy Monitor released by the GWI</i> , the global wellness industry grew by 12.8%, from a \$3.7 trillion market in 2015 to \$4.2 trillion in 2017.
<b>TN 47</b>	Based on the " <i>Global Wellness Tourism Economy</i> " report from the London World Travel Market, wellness tourism grew by 6.5% annually from \$563 billion in 2015 to \$639 billion in 2017, approximately doubling the overall tourism growth of 3.2%. Additionally, the wellness tourism market will grow by approximately 7.5% to \$919 billion in 2022.
<b>TN 48</b>	The wellness tourism market in North America generates \$242 billion annually, and Europe recorded the most wellness trips, about 292 million. Nonetheless, the Asia-Pacific region recorded a significant growth of 33% in the last two years. China and India rank first and second, respectively, producing an estimated 22 million and 17 million wellness trips, from 2015 to 2017.
<b>TN 49</b>	The GWI released a study on "Move to be Well: The Global Economy of Physical Activity". This 180-page study indicated that the \$828 billion physical activity economy, such as fitness, sports and active recreation, mindful movement, equipment, apparel or footwear, and technology is projected to grow to \$1.1 trillion by 2023.
<b>TN 50</b>	The GWI produced a report entitled "Move To Be Well: The Global Economy of Physical Activity". In 2018, the GWI inferred that the fitness or mind-body industry was worth \$595 billion. This new study broadens the global physical activity economy valued at \$828.2 billion. The physical activity market consists of sports and active recreation, fitness, and mindful movement core segments, equipment and supplies, apparel and footwear, and technology.
<b>TN 51</b>	The GWI released a physical activity economy report for six global regions: Asia-Pacific, Europe, Latin America-Caribbean, Middle East-North Africa, North America, and Sub-Saharan Africa. The physical activity market is an enormous global market opportunity forecasted to grow from \$828 billion in 2019 to \$1.1 trillion by 2023. All six regions are predicted to obtain at least a 5% annual growth.
<b>TN52</b>	GWI today released its major research report for 2020: "Defining the Mental Wellness Economy." It's the first study to define mental wellness instead of mental health and clarify the key concepts and pathways. It's also the first research to measure mental wellness as a global industry and to identify and benchmark its key sub-segments.

#### 4.4. Wellness - internationalization

The analysis of news releases depicts that GWI has expanded its research and contribution to different countries and locales. In addition, specific new portals have also been introduced, having advanced research studies readily available for users. Table 4 shows the strategy of GWI in expanding its mantra and continuously adding gadgets and portals. Doing so over time has enabled the GWI to increase its operational and research radius. In addition, this also responds to the call of Romão et al. (2017) who have described the swift trend of end users to adopt modern gadgets, and the need

for an integrated and advanced supply system offering state-of-the-art wellness tourism products and services. Furthermore, this wellness internationalization approach answers the call for, the need to maintain a stakeholder-based participatory method for destination branding of wellness tourism in the international arena (Romão et al., 2022), usage of media gadgets for reaching a wider audience in the global milieu (Heung & Kucukusta, 2013), the juxtaposition of domestic and internationally oriented wellness paradigm (Huijbens, 2011), and marketing compulsions on an international stage to attract wellness clients (Kannan & Frenz, 2019).

Table 4 | Wellness – Internationalization

Theme/s	Excerpt Code	News Excerpts
Wellness Internationalisation	TN 53	The GWI announced plans to organise the Global Wellness Tourism Congress (GWTC) in multiple cities in 2015.
	TN 54	A new health resource, Wellness Evidence.com, was launched today as the first website that provides direct access to the current medical evidence for the 24 most mainstream wellness approaches.
	TN 55	Lifestyle-related diseases and the continuously skyrocketing healthcare cost create a global crisis affecting us physically and mentally. Approximately 70% of all deaths each year result from preventable diseases (CDC). In contrast, the global cost of largely preventable chronic disease could reach \$47 trillion by 2030 according to the World Economic Forum.
	TN 56	The GWI announced the agenda for the Wellness Travel Symposium on November 6 <sup>th</sup> and 7 <sup>th</sup> at the London World Travel Market (WTM). The World Travel Market and GWI are now in the second year of strategic partnership.
	TN 57	The schedule for the 2018 Arabian Travel Market Spa and Wellness Symposium is established, and the event will feature 16 tourism and hospitality experts presenting significant new wellness tourism trends globally and across the Middle East and North Africa (MENA). The critical focus of this symposium will shift from "experiential" to more "transformative" wellness travel.
	TN 58	The GWI announced access to INSIGHTS, a new series of monthly virtual video explorations of relevant topics impacting the \$3.7 trillion global wellness economy. The forums on the last Wednesday of each month focus on timely wellness issues led by experts with valuable insights about economic shifts and industry breakthroughs.
	TN 59	The GWI Wellness Symposium agenda at the 2019 Arabian Travel Market (ATM) has been established and will feature experts in medical and wellness tourism who will explore emerging trends and opportunities in both sectors.
	TN 60	Welltech1, the first Israeli Venture Capitalist fund and hub to specialise in wellness-related technologies, announced that they had invested \$400,000 in PopBase. This start-up is one of two out of 152 international companies to obtain funding. Welltech1, in collaboration with GWI, invests \$400,000 in PopBase, a start-up building a gamified platform that teaches children to maintain a healthy lifestyle.

#### 4.5. GWI non-commercial agenda

GWI has remained a voluntary platform for producing and disseminating research associated with wellness and wellness tourism. The excerpts in Table 5 justified this notion, and primarily in

letter and spirit, the GWI management has been quite open in declaring it a non-profit organization. Mostly, the news sources' starting has been patched with the phrase "GWI, a non-profit organization". On top of that, several reports and findings of studies have been made publicly availa-

Table 5 | GWI's Non-Commercial Agenda

Theme/s	Excerpt Code	News Excerpts
The GWI Non-commercial Agenda	TN 61	According to Susan Ellis, the GWI chairman, the GWI propelled the wellness industry into a global movement. Thousands have downloaded the GWI research, statistics, and information, particularly tourism and development ministers, other government officials, business and corporation leaders, management consultants, and universities.
	TN62	The GWI released the second edition of the <i>Guide to Hydrothermal Spa &amp; Wellness Development Standards</i> . This report is a free download or a printed manual can be purchased. Additionally, the updated edition includes two new chapters on "Hydrothermal Wellness Benefits" and "Hot Springs and Geothermal Mineral Waters". This extensive new information enables the construction of appropriate commercial and residential wet areas.
	TN 63	The GWI report entitled "Build Well To Live Well" indicated that the extraordinary consumer expenditure on wellness is rapidly changing and becoming more accessible.
	TN 64	The GWI launched a new initiative: The First 1,000 Days. This initiative will educate the public and wellness and medical industry professionals on the importance of the first 1000 days and the efforts to prevent non-communicable diseases, such as hypertension, diabetes, and emotional disorders through perinatal and early childhood wellness interventions.
	TN 65	The GWI released the third edition of <i>the Guide to Hydrothermal Spa &amp; Wellness Development Standards</i> . This 50-page popular book is the foundation for designing and building commercial and residential thermal experiences and wet areas.
	TN 66	The GWI announced the next phase of the Wellness Moonshot entitled "The Wellness Moonshot Calendar: A Year of Inspiration". This new moonshot is a call to action to create healthier workplace cultures.
	TN 67	The GWI indicated the top six trends in hydrothermal spa and wellness experiences as identified by the GWI Hydrothermal Initiative.
	TN 68	According to the GWI Institute Digital Wellness Initiative, technology has a profound impact on individuals' daily lives and creates an additional need for ethics experts to aid navigation.
	TN 69	The GWI indicated the top five trends in hot springs identified by the GWI Hot Springs Initiative. This initiative focuses on World Bathing Day, a celebration of bathing and empowers a world where bathing is globally possible.
	TN 70	The GWI launched a new white paper series: "Understanding Wellness". This study aims to aid policymakers, businesspeople, researchers, and students to comprehend detailed and straightforward data on the influence of worldwide wellness and its future evolution.
	TN 71	The GWI announced that the 2019 <i>Move to Be Well: The Global Economic of Physical Activity</i> will be released at the Grand Hyatt Singapore <i>Global Wellness Summit</i> from October 15 <sup>th</sup> to 17 <sup>th</sup> .
	TN 72	The GWI released a second white paper on the "Understanding Wellness" series. The white papers are the foundation for policymakers, businesspeople, researchers, and students on the current and future influence of global wellness.
	TN 73	The GWI researchers released a new USA study: "Move To Be Well: The Global Economy of Physical Activity", at a New York press conference. The GWI aims to empower worldwide wellness by educating the public and private sectors about preventative health and wellness through research, industry initiatives, roundtables, <i>wellnessevidence.com</i> , and the Wellness Moonshot campaign.
	TN 74	The GWI reminds wellness seekers that evidence-based medical research is available on mainstream wellness platforms. Since the launch of <i>WellnessEvidence.com</i> in 2015, GWI researchers have aided individuals to obtain thousands of clinical studies to obtain health issue solutions. The GWI free resources include bi-monthly newsletters and the <i>Global Wellness Brief</i> , which includes essential insights and information on wellness evidence.
	TN 75	The GWI announced The Wellness Moonshot Challenge at a global press event that will raise funds to support "The Wellness Moonshot: A World Free of Preventable Disease" initiative that aids research efforts on preventable and lifestyle diseases.

ble and do not require any subscription or access charges. In sum, all these written and verbal testimonies validate the GWI manifesto of updating and imparting wellness know-how among experts and the public. This approach of GWI has been previously discussed as vital in the shape of complementary therapies for wellness clients (Pimental

et al., 2018). Furthermore, in the hospitality premises, including hotels gyms/spas, complimentary wellness offerings can enhance the experience of incoming wellness seekers (Lee et al., 2019). For human resources in the supply sector of hospitality as well, such complimentary health modalities would significantly enable the companies to have

positive returns on this investment (Zhang et al., 2014).

#### 4.5. GWI non-commercial agenda

GWI has keenly observed the situation of pandemics and swiftly focussed its attention on exploring avenues in times of this health crisis. Table 6 depicts the shift of GWI in understanding the global context. Primarily, in the pandemic milieu, the GWI has emphasized engaging sessions with in-

dustrial stakeholders to share their insights on this health outbreak, tourism, and potential avenues for the new normal. It seems that GWI has adapted to the dynamics of wellness and the pandemic. Pertinently, in the domain of wellness tourism and the pandemic, the GWI’s timely response is in synchronization with a plethora of studies contributed to the issue under probe (Andreu et al., 2021; Choudhary & Qadir, 2021; Dash & Sharma, 2021; He et al., 2022; Li & Li & Huang, 2023; Rancić Demir et al., 2022; Sivanandamoorthy, 2021; Stankov & Filimonau, 2021; Zeng et al., 2021).

Table 6 | Contextual Adaptability

Theme/s	Excerpt Code	News Excerpts
Contextual Adaptability	TN 76	The GWI launched the first series of weekly Q&A interviews with global wellness leaders and thinkers investigating the current and future COVID-19 impacts.
	TN 77	Welltech1, an Israeli innovation hub and micro-fund that invests in early-stage companies that ensure healthier and happier people, currently requested start-ups in the wellness technology space to apply for new investment. The wellness experts will choose from high-profile global companies and invest up to \$200,000. Applications open today, and the deadline is Monday, 18 May 2020.
	TN 78	The Global Wellness Institute's Hydrothermal Initiative explores the opportunities and benefits that automated, therapist-free, and dry hydromassage offers spas in a physically distant, post-COVID-19 environment. For example, guests can choose which body zones need more attention and alter the treatment pressure, speed, and duration. The customisation also enables spas to produce and save numerous treatments or massage sessions.
	TN 79	The GWI welcomes a new initiative: Living Well From Within. This initiative is a part of 30 other industry-specific collaborative groups, catalysed by Dr Daniel Friedland. Dr Friedland, who was recently diagnosed with terminal brain cancer, believes this initiative is a way of underscoring and amplifying the transformational learning power of healing, growth, and flourishing wellness, which is central to the Conscious Capitalism movement.
	TN 80	The GWI launched a Wellness Innovation Initiative dedicated to identifying and supporting wellness, innovation, and technology companies. The evolving consumer needs and the pandemic landscape increase the innovation pace across the multitrillion-dollar wellness economy. Consequently, this initiative will highlight the 2021 regional wellness innovation and find innovative Middle Eastern companies.

#### 5. Conclusion and recommendations

Considering the global shift towards achieving the maximum health standards and additional weightage in the pandemic has transformed the wellness tourism market to an elevated position. Although the current pandemic compelled employers to lay off employees in the wellness tourism industry, it sparked awareness among every segment of society to rethink their health meters and physical sustainability (Choudhary & Qadir, 2021).

Some countries have exemplary determinants of tourism to well-tap this potential. Moreover, the profile of several countries having traditional wellness retreats has also been another pivotal reason for the growth of the wellness tourism market in these territories. Apart from this industrial debate, in academia as well, the theoretical and practical insights of wellness tourism and its market trends have also been contemplated in a plethora of studies.

GWI has been an authentic and duly organiza-



tion to cite and refer to for the baseline definition of wellness tourism and its growth graph. Since its inception in 2014, the journey of GWI has been in a synchronized pattern while staging certain events and through the release of market-oriented statistical calculations on wellness tourism. This study has attempted to analyse the contents of news declarations of GWI and presented the following contributions. In perusal to the lead of existing studies, this study has highlighted the manifesto of GWI in empowering the global industrial and academic arena on wellness and its synthetic association with tourism. In a similar context, five major broad functional dimensions of GWI are (i) Stakeholders Collation and Partnership, (ii) Pluralistic Sightedness, (iii) Statistical and Research Resilience, (iii) Wellness Internationalization, (iv) Non- Commercial Agenda, (v) Contextual Adaptations have emerged from the news sources duly broadcasted (2014-2021).



Figure 2 | Wellness Tourism Framework

Collating the stakeholders and establishing partnership has been aligned with SDG #17, Partnership for Goals. In addition, studies reflected that in the wellness travel and tourism market, the agenda of partnership is compulsory for sustainability (Liburd et al., 2020; Movono & Hughes, 2020). The following contribution to the wellness market

from GWI has been to invite and engage the authorities to have open-ended discussions and sessions on the emerging facets of wellness around the global milieu. Such a pluralistic approach of GWI has been a prevailing factor in enhancing this organization's credibility and acceptance in the industrial and academic avenues. A pluralistic approach in the organisation has been regarded as an assurance of sustainability and well-being predominantly in the market-oriented milieu (Gatto et al., 2020; Radoynovska et al., 2020). On the side of the statistical and research outputs of GWI, the data and new innovative trends in the wellness market highlighted by this entity have been duly quoted and mentioned in almost every academic and industrial literature. These statistical records are equally significant for countries with a robust emphasis on the wellness tourism market and also for countries having the potential for wellness tourism (Csapó & Marton, 2017; Lee et al., 2019; Skoumpi et al., 2021). Moreover, in the first instance, this statistical data helps the supply organizations to forecast the wellness tourist's arrival and in the later half about managerial and operational facilitation for these incoming tourists. The research side has also been consistently focused and innovative wellness trends and practices initiated to have a blend of tradition and modernity. GWI's next achievement is to delimit wellness and its trends and functionalities to the segregated geographies of this global stage. To this end, GWI has arranged specific GWTC congresses in different locales and engaged global companies and magazines. According to Tham (2018), on national arena, the growth of wellness tourism market is hinged on such engagement of experts of the field. Another substantial role the GWI has played is providing statistical and research findings on a non-commercial basis. This non-profit approach has been impactful enough for individuals and organizations to access and use this data and findings. Lastly, in the face of the current global health outbreak of COVID-19, GWI has been swift and sturdy to understand

the consequences of this pandemic on the wellness and wellness tourism market. GWI has also initiated countermeasures in tackling and exploring new avenues during a pandemic. Such approach is timely and demanding as well owing to the detrimental consequences of pandemic on the wellness tourism industry (Choudhary & Qadir, 2021; Sivanandamoorthy, 2021). Conclusively, through all these mentioned themes and the following discussion, this study explored the embedded dimensions among narrations of news content, unveiled the past and existing trends of the wellness paradigm, and forecasted the potentialities of wellness in the coming future.

This study offers implications for the state's institutions, industrial stakeholders, and academic experts. For institutions at national, regional, and international levels, this study provides essential parameters and methodologies to tap the wellness market. For instance, on planning and legislative fronts, as corroborated by Goodarzi et al. (2016), wellness tourism potential needs to be tapped with the support of the tourism ministry and sustainable development strategy. While unrevealing the successful strategies and adaptations of GWI, this attempt in a supervisory context offers statistical insights into the emergence of the wellness tourism market around the globe. These insights are equally credible for countries to rethink and revamp their wellness tourism potential following the ongoing global transition. Statistical calculation prior – amid – post touristic activities on a wellness destination has been coined as a pivotal step (Zhong et al., 2021). Wellness spots gifted from nature and human modification should be coupled with tourism intermediaries to pose a novel tourism product for potential tourists. Such an approach would respond to the call of Medina-Muñoz and Medina-Muñoz (2013) to understand the wide set of wellness tourism players. For industries, this study lays the baselines for understanding the statistical data of wellness market trends and guides the stakeholders to think beyond con-

ventional wellness approaches. These trends are significant to consider in the context of destinations having wellness tourism potential, however, are struggling to develop and market this potential in the existing global milieu (Ullah et al., 2021). Concomitantly, in the ongoing pandemic regime, having an emphasis on wellness factors, it is imperative to comprehend the developing trends of the wellness tourism market as well (Majeed & Gon Kim, 2022). For academia, this study provides a blueprint for further studies to be initiated on the overall functionality of GWI and similar organizations. As the synergy of academia and wellness tourism, predominantly in the ongoing uncertain global circumstances, and in the past times, has empowered the theoretical, industrial, and institutional stakeholders to analyse the potential of this typology of tourism (Thal et al., 2021; Wassler & Fan, 2021).

This study entails certain limitations. Firstly, an analysis of the news contents of one wellness institute GWI has been carried out. In addition, the qualitative line has been followed to analyse the news sources. Future research endeavours involving the quantitative or mix-method research strategy while encompassing a wide set of organizations would compensate for these limitations, and resultantly, reveal novel insights. As to understanding the holistic typology of tourism, encompassing the demand and supply determinants, the quantitative approach in a wider context has been validated as significant and timely (Chen et al., 2008). Secondly, only the news contents ranging from 2014 and 2021 have been accumulated and analysed. Notwithstanding these constraints, this study provides valuable implications.

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## Appendix

#	Year	URL	Code
1	2014	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwtc-unveils-key-strategies-for-wellness-tourism-growth/">https://globalwellnessinstitute.org/press-room/press-releases/gwtc-unveils-key-strategies-for-wellness-tourism-growth/</a>	TN1
2	2014	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-study-34-trillion-global-wellness-market-is-now-three-times-larger-than-worldwide-pharmaceutical-industry/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-study-34-trillion-global-wellness-market-is-now-three-times-larger-than-worldwide-pharmaceutical-industry/</a>	TN31
3	2014	<a href="https://globalwellnessinstitute.org/wp-content/uploads/2018/06/GWI_UNWTO_Press_Release_Dec.3.14.pdf">https://globalwellnessinstitute.org/wp-content/uploads/2018/06/GWI_UNWTO_Press_Release_Dec.3.14.pdf</a>	TN17
4	2014	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-identifies-opportunities-for-growth-in-34-trillion-wellness-industry/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-identifies-opportunities-for-growth-in-34-trillion-wellness-industry/</a>	TN2
5	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-announces-expansion-of-global-wellness-tourism-congress-calendar-for-2015/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-announces-expansion-of-global-wellness-tourism-congress-calendar-for-2015/</a>	TN53
6	2015	<a href="https://globalwellnessinstitute.org/welnessevidence.com-launches-first-site-to-provide-direct-access-to-the-medical-evidence-for-common-wellness-approaches/">https://globalwellnessinstitute.org/welnessevidence.com-launches-first-site-to-provide-direct-access-to-the-medical-evidence-for-common-wellness-approaches/</a>	TN54
7	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-and-scientific-american-worldview-hold-roundtable-on-the-science-of-wellness/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-and-scientific-american-worldview-hold-roundtable-on-the-science-of-wellness/</a>	TN3
8	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-appoints-two-senior-research-fellows/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-appoints-two-senior-research-fellows/</a>	TN26
9	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/new-data-released-at-wttc-indicates-powerful-role-wellness-tourism-can-play-in-inbound-tourism-recovery-for-countries-with-crisis-driven-disruptions/">https://globalwellnessinstitute.org/press-room/press-releases/new-data-released-at-wttc-indicates-powerful-role-wellness-tourism-can-play-in-inbound-tourism-recovery-for-countries-with-crisis-driven-disruptions/</a>	TN32
10	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/new-data-released-at-wttc-indicates-new-research-the-fastest-growing-middle-east-north-africa-wellness-tourism-markets/">https://globalwellnessinstitute.org/press-room/press-releases/new-data-released-at-wttc-indicates-new-research-the-fastest-growing-middle-east-north-africa-wellness-tourism-markets/</a>	TN33
11	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-roundtable-identifies-ten-ways-workplace-wellness/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-roundtable-identifies-ten-ways-workplace-wellness/</a>	TN34
12	2015	<a href="https://globalwellnessinstitute.org/roundtables/global-wellness-institute-roundtable-in-wales-attracts-high-level-government-academic-and-private-sector-leaders/">https://globalwellnessinstitute.org/roundtables/global-wellness-institute-roundtable-in-wales-attracts-high-level-government-academic-and-private-sector-leaders/</a>	TN4
13	2015	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-gwi-announces-non-profit-status-to-focus-on-educating-public-and-private-sectors-on-preventative-health-and-wellness/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-gwi-announces-non-profit-status-to-focus-on-educating-public-and-private-sectors-on-preventative-health-and-wellness/</a>	TN61
14	2016	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-report-and-survey-on-the-future-of-wellness-at-work/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-report-and-survey-on-the-future-of-wellness-at-work/</a>	TN35
15	2016	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-initiatives-press-release/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-initiatives-press-release/</a>	TN8
16	2016	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wellness-now-a-372-trillion-global-industry/">https://globalwellnessinstitute.org/press-room/press-releases/wellness-now-a-372-trillion-global-industry/</a>	TN36
17	2016	<a href="https://globalwellnessinstitute.org/press-room/press-releases/international-wellness-tourism-growing-much-faster-than-domestic/">https://globalwellnessinstitute.org/press-room/press-releases/international-wellness-tourism-growing-much-faster-than-domestic/</a>	TN37
18	2016	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-publishes-2nd-edition-of-popular-guide-for-hydrothermal-spa-building-standards/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-publishes-2nd-edition-of-popular-guide-for-hydrothermal-spa-building-standards/</a>	TN62
19	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-global-wellness-economy-monitor-packed-with-regional-national-data-on-wellness-markets/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-global-wellness-economy-monitor-packed-with-regional-national-data-on-wellness-markets/</a>	TN38
20	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wtm-and-global-wellness-institute-announce-strategic-partnership/">https://globalwellnessinstitute.org/press-room/press-releases/wtm-and-global-wellness-institute-announce-strategic-partnership/</a>	TN9
21	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-report-from-its-roundtable-on-wellness-real-estate-communities/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-report-from-its-roundtable-on-wellness-real-estate-communities/</a>	TN39
22	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/agenda-for-arabian-travel-markets-wellness-travel-symposium-announced/">https://globalwellnessinstitute.org/press-room/press-releases/agenda-for-arabian-travel-markets-wellness-travel-symposium-announced/</a>	TN40
23	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-new-data-and-trends-on-middle-east-north-africa-wellness-travel-at-arabian-travel-market/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-new-data-and-trends-on-middle-east-north-africa-wellness-travel-at-arabian-travel-market/</a>	TN41
24	2017	<a href="https://globalwellnessinstitute.org/roundtables/wellnessarchitecture-roundtable/global-wellness-institute-holds-first-ever-roundtable-on-wellness-in-the-architecture-engineering-and-construction-industries/">https://globalwellnessinstitute.org/roundtables/wellnessarchitecture-roundtable/global-wellness-institute-holds-first-ever-roundtable-on-wellness-in-the-architecture-engineering-and-construction-industries/</a>	TN5
25	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/susie-ellis-to-be-honored-2017/">https://globalwellnessinstitute.org/press-room/press-releases/susie-ellis-to-be-honored-2017/</a>	TN10
26	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-launches-wellness-moonshot-destination/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-launches-wellness-moonshot-destination/</a>	TN55
27	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/new-research-on-the-booming-wellness-lifestyle-real-estate-and-communities-market/">https://globalwellnessinstitute.org/press-room/press-releases/new-research-on-the-booming-wellness-lifestyle-real-estate-and-communities-market/</a>	TN63
28	2017	<a href="https://globalwellnessinstitute.org/press-room/press-releases/agenda-for-wellness-travel-symposium-at-2017-world-travel-market-announced/">https://globalwellnessinstitute.org/press-room/press-releases/agenda-for-wellness-travel-symposium-at-2017-world-travel-market-announced/</a>	TN56
29	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-partner-research-gdi-releases-research-report-wellness-2030/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-partner-research-gdi-releases-research-report-wellness-2030/</a>	TN42
30	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-study-on-removing-barriers-between-beauty-and-wellness/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-study-on-removing-barriers-between-beauty-and-wellness/</a>	TN43
31	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-landmark-report/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-landmark-report/</a>	TN44
32	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/agenda-for-2018-spa-and-wellness-travel-symposium-at-atm-announced/">https://globalwellnessinstitute.org/press-room/press-releases/agenda-for-2018-spa-and-wellness-travel-symposium-at-atm-announced/</a>	TN57
33	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-presents-worldwide-and-mena-wellness-travel-trends-at-atm/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-presents-worldwide-and-mena-wellness-travel-trends-at-atm/</a>	TN6
34	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-access-plus-insights/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-access-plus-insights/</a>	TN58
35	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-names-new-research-fellow/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-names-new-research-fellow/</a>	TN27
36	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-announces-new-initiative-the-first-1000-days/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-announces-new-initiative-the-first-1000-days/</a>	TN64
37	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-to-release-analysis-of-the-global-wellness-economy-at-gws/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-to-release-analysis-of-the-global-wellness-economy-at-gws/</a>	TN45
38	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/european-and-italian-wellness-markets-post-strong-two-year-growth/">https://globalwellnessinstitute.org/press-room/press-releases/european-and-italian-wellness-markets-post-strong-two-year-growth/</a>	TN47
39	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/il-mercato-europeo-ed-italiano-del-wellness-in-forte-crescita/">https://globalwellnessinstitute.org/press-room/press-releases/il-mercato-europeo-ed-italiano-del-wellness-in-forte-crescita/</a>	TN47
40	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wellness-now-a-4-2-trillion-global-industry/">https://globalwellnessinstitute.org/press-room/press-releases/wellness-now-a-4-2-trillion-global-industry/</a>	TN46
41	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-publishes-new-edition-of-hydrothermal-spa-wellness-development-standards-book/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-publishes-new-edition-of-hydrothermal-spa-wellness-development-standards-book/</a>	TN65
42	2018	<a href="https://globalwellnessinstitute.org/press-room/press-releases/new-study-reveals-wellness-tourism-now-a-639-billion-market/">https://globalwellnessinstitute.org/press-room/press-releases/new-study-reveals-wellness-tourism-now-a-639-billion-market/</a>	TN48
43	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-next-phase-of-the-wellness-moonshot/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-next-phase-of-the-wellness-moonshot/</a>	TN66
44	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/top-6-trends-in-hydrothermal-spa-wellness-experiences/">https://globalwellnessinstitute.org/press-room/press-releases/top-6-trends-in-hydrothermal-spa-wellness-experiences/</a>	TN67
45	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-agenda-for-2019-wellness-symposium-at-the-arabian-travel-market/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-agenda-for-2019-wellness-symposium-at-the-arabian-travel-market/</a>	TN59
46	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/mena-wellness-tourism-market-ranks-1-in-world-for-pure-percentage-growth/">https://globalwellnessinstitute.org/press-room/press-releases/mena-wellness-tourism-market-ranks-1-in-world-for-pure-percentage-growth/</a>	TN7
47	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wellness-experts-predict-a-rise-in-tech-ethicists-as-so-ciety-grapples-with-technologies-impact-on-modern-culture/">https://globalwellnessinstitute.org/press-room/press-releases/wellness-experts-predict-a-rise-in-tech-ethicists-as-so-ciety-grapples-with-technologies-impact-on-modern-culture/</a>	TN68



#	Year	URL	Code
48	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-initiative-names-top-five-hot-springs-trends-worldwide/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-initiative-names-top-five-hot-springs-trends-worldwide/</a>	TN69
49	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-new-initiative-to-explore-opportunities-wellness-retail/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-new-initiative-to-explore-opportunities-wellness-retail/</a>	TN28
50	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-white-paper-series-understanding-wellness/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-white-paper-series-understanding-wellness/</a>	TN70
51	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-new-initiative-to-define-the-ancient-multidimensional-science-of-yoga-therapy/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-new-initiative-to-define-the-ancient-multidimensional-science-of-yoga-therapy/</a>	TN29
52	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/first-ever-report-on-the-global-economy-of-physical-activity-to-be-released-at-global-wellness-summit/">https://globalwellnessinstitute.org/press-room/press-releases/first-ever-report-on-the-global-economy-of-physical-activity-to-be-released-at-global-wellness-summit/</a>	TN71
53	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-partnership-with-prevention-magazine-on-the-wellness-moonshot-a-world-free-of-preventable-disease/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-partnership-with-prevention-magazine-on-the-wellness-moonshot-a-world-free-of-preventable-disease/</a>	TN11
54	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-2nd-white-paper-in-its-understanding-wellness-series/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-2nd-white-paper-in-its-understanding-wellness-series/</a>	TN72
55	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/asia-pacifics-physical-activity-market-now-240-billion/">https://globalwellnessinstitute.org/press-room/press-releases/asia-pacifics-physical-activity-market-now-240-billion/</a>	TN49
56	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/physical-activity-billion-market/">https://globalwellnessinstitute.org/press-room/press-releases/physical-activity-billion-market/</a>	TN50
57	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-new-initiative-to-support-un-sustainable-development-goal/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-new-initiative-to-support-un-sustainable-development-goal/</a>	TN12
58	2019	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-adds-leading-experts-to-its-board-of-directors/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-adds-leading-experts-to-its-board-of-directors/</a>	TN18
59	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/us-leads-overall-spend-in-828-billion-physical-activity-market/">https://globalwellnessinstitute.org/press-room/press-releases/us-leads-overall-spend-in-828-billion-physical-activity-market/</a>	TN73
60	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-strategic-partnerships-in-china-india-and-israel/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-strategic-partnerships-in-china-india-and-israel/</a>	TN13
61	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-cautions-industry-and-consumers-to-sift-fact-from-fiction/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-cautions-industry-and-consumers-to-sift-fact-from-fiction/</a>	TN74
62	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-wellness-qa-series-on-covid-19s-impact/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-wellness-qa-series-on-covid-19s-impact/</a>	TN76
63	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/welltech1-calls-on-wellness-start-ups-to-apply-for-200000-investment-during-coronavirus-crisis/">https://globalwellnessinstitute.org/press-room/press-releases/welltech1-calls-on-wellness-start-ups-to-apply-for-200000-investment-during-coronavirus-crisis/</a>	TN77
64	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/the-vatican-taps-the-gwi-for-collaboration-on-resetting-the-world-with-wellness/">https://globalwellnessinstitute.org/press-room/press-releases/the-vatican-taps-the-gwi-for-collaboration-on-resetting-the-world-with-wellness/</a>	TN14
65	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wellness-in-the-age-of-covid-19-qa-with-cathy-chon/">https://globalwellnessinstitute.org/press-room/press-releases/wellness-in-the-age-of-covid-19-qa-with-cathy-chon/</a>	TN21
66	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/david-stewart-founder-of-ageist-challenges-the-myths-surrounding-covid-19-and-aging/">https://globalwellnessinstitute.org/press-room/press-releases/david-stewart-founder-of-ageist-challenges-the-myths-surrounding-covid-19-and-aging/</a>	TN22
67	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/qa-with-amaya-wedde/">https://globalwellnessinstitute.org/press-room/press-releases/qa-with-amaya-wedde/</a>	TN23
68	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wellness-qa-with-neil-jacobs-six-senses-ceo/">https://globalwellnessinstitute.org/press-room/press-releases/wellness-qa-with-neil-jacobs-six-senses-ceo/</a>	TN24
69	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/qa-nicola-finley/">https://globalwellnessinstitute.org/press-room/press-releases/qa-nicola-finley/</a>	TN25
70	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-names-john-kao-to-its-advisory-board/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-names-john-kao-to-its-advisory-board/</a>	TN30
71	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/welltech1-invests-400000-in-popbase/">https://globalwellnessinstitute.org/press-room/press-releases/welltech1-invests-400000-in-popbase/</a>	TN60
72	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/augmenting-wellness-with-touchless-automated-hydromassage/">https://globalwellnessinstitute.org/press-room/press-releases/augmenting-wellness-with-touchless-automated-hydromassage/</a>	TN78
73	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/new-reports-the-physical-activity-fitness-markets-for-six-global-regions/">https://globalwellnessinstitute.org/press-room/press-releases/new-reports-the-physical-activity-fitness-markets-for-six-global-regions/</a>	TN51
74	2020	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-finds-mental-wellness-is-a-121-billion-market/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-finds-mental-wellness-is-a-121-billion-market/</a>	TN52
75	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-launches-the-wellness-moonshot-challenge-at-global-press-event/">https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-launches-the-wellness-moonshot-challenge-at-global-press-event/</a>	TN75
76	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/rick-stollmeyer-joins-gwi-board/">https://globalwellnessinstitute.org/press-room/press-releases/rick-stollmeyer-joins-gwi-board/</a>	TN20
77	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/victor-koo-joins-global-wellness-institute-board/">https://globalwellnessinstitute.org/press-room/press-releases/victor-koo-joins-global-wellness-institute-board/</a>	TN19
78	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/tianren-culture-teams-with-the-gwi/">https://globalwellnessinstitute.org/press-room/press-releases/tianren-culture-teams-with-the-gwi/</a>	TN15
79	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-living-well-from-within/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-announces-living-well-from-within/</a>	TN79
80	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-wellness-innovation-initiative/">https://globalwellnessinstitute.org/press-room/press-releases/gwi-launches-wellness-innovation-initiative/</a>	TN80
81	2021	<a href="https://globalwellnessinstitute.org/press-room/press-releases/wellness-communities-and-real-estate-sector/">https://globalwellnessinstitute.org/press-room/press-releases/wellness-communities-and-real-estate-sector/</a>	TN16