



WELLNESS EXPERIENCED



Global Healthcare Resources

Global Healthcare Resources® (GHR) is a solutions firm of international experts providing consulting to organizations and government bodies seeking strategy, development and market penetration services for healthcare, wellness, well-being, medical and wellness travel, employee benefits, insurance, precision medicine and genomics.

GHR touches over 2.5 million:

C-Suite, HR, insurance, healthcare and travel executives, and has a reach of over 1.25 million members in the leading LinkedIn Groups it manages. GHR seeks partnerships with the Founders and C-suite of the most leading and disruptive companies to bring their vision to life.



WELLHOTEL® IS A PARTNERSHIP BETWEEN

The largest social media influencers in Hospitality, Travel and Wellness

Thailand Distribution through Health Care Expert Group



INTERNATIONAL LUXURY
HOTEL ASSOCIATION



\$563
billion

Total global wellness tourism reached **\$563 billion** in 2015

In 2013 wellness tourism generated **\$495 billion**.

Total Increase **\$68 billion**.

More than **double** the overall global tourism growth rate.

Report source: McGroarty, B. (2016, November 7). *INTERNATIONAL WELLNESS TOURISM GROWING MUCH FASTER THAN DOMESTIC*

What is WellHotel®

WellHotel® is the standard for Wellness in the Hospitality Industry. Hotels, resorts and spas are certified only after qualifying through inspection, training and certification.

Both property and personnel are measured to the highest standards to deliver the the optimal guest experience for wellness, medical and cultural sensitivity while improving the overall corporate wellness culture of the properties certified.



OUR COLLECTION OF CERTIFIED PROPERTIES

Luxury Collection



THE RITZ-CARLTON
SAN JUAN



CONDADO VANDERBILT
HOTEL



EL CONQUISTADOR RESORT
A WALDORF ASTORIA RESORT



Condado Lagoon Villas
AT CARIBE HILTON



Caribe Hilton
SAN JUAN

THE
CONDADO
PLAZA
HILTON



HYATT
PLACE®
BAYAMÓN



BEST WESTERN PLUS
CONDADO PALM
INN & SUITES



DOUBLETREE
BY HILTON™
SAN JUAN
AT GALLERY PLAZA



San Juan



Parador
Turtle Bay Inn



Sheraton®
OLD SAN JUAN HOTEL



EMBASSY
SUITES
by HILTON™

San Juan - Hotel & Casino



ti sana
DETOX RETREAT



MARRIOTT RESORT
SAN JUAN
STELLARIS CASINO

Testimonial

Puerto Rico

A Premier Wellness Destination.
20 hotels WellHotel® Certified

“WellHotel® ... positively impact(s) the Condado Plaza Hilton by providing us more visibility to potential new guests who are seeking a place to stay while taking care of their health... The best patient experience.” (for medical tourism)

Pier Marie Le Compte
Associate Director of Sales
The Condado Plaza- Hilton, Puerto Rico



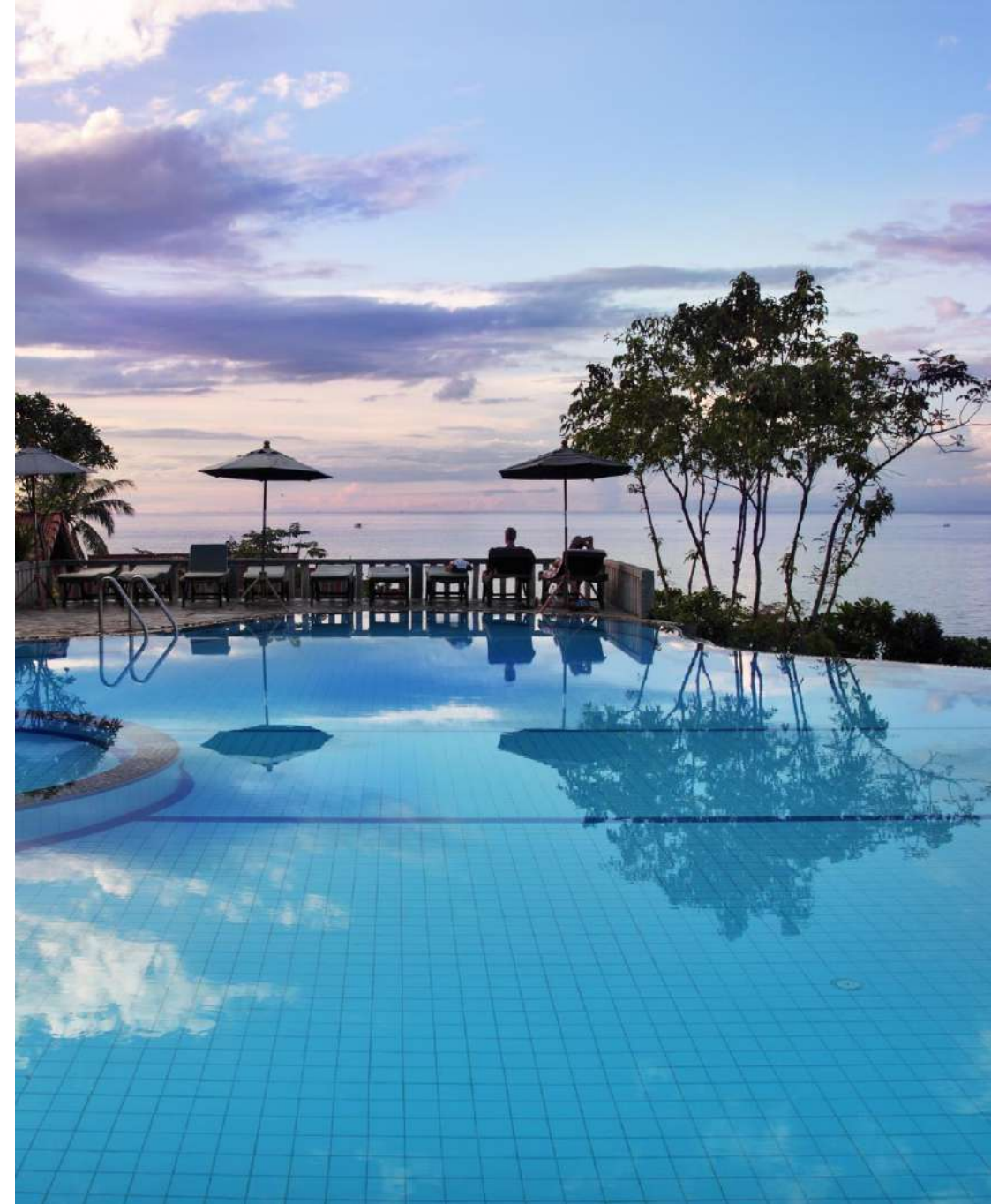
Health and Wellness Tourism Defined:

An experience with the intent of stimulating or maintaining the core pillars of human experience:

- Psychological
- Spiritual
- Emotional
- Physical

Wellness is the focus of the WellHotel® Certification Program and it is one of the fastest growing segments in travel and tourism. Wellness has gone from a silent movement to becoming universally accepted in all areas of life over the past decade. Wellness is now a core value in the most recent generations coming of age (Millennial and Z Generations).

To stay relevant in a rapidly changing industry, Hotels must adjust their offer to satisfy the Health and Wellness needs of their market.



575
million
trips

In 2015, there were **575 million** domestic wellness tourism trips in the US. This is an increase of 17 percent over 2013. This group spent **\$376.1 million** in 2015; an increase of **\$38.3 million** over 2013.

WellHotel® Certified Attracts...



A wellness traveler - a person seeking to travel to a destination in order to maintain or enhance their lifestyle.



A business traveler - a person traveling for work who needs a place to stay that will offer healthy lifestyle services to maintain their lifestyle while on the road.



A recuperating patient - a person who has traveled to a hospital or medical facility in that destination and needs a place to recover following their procedure.

What WellHotel® Does For Your Guests

Recuperating Patient (Medical Traveler):

WellHotel® enables your hotel staff to be competent, conscious and cognizant of the unique health and cultural preferences of guests from the moment they establish a reservation to the moment check-out is complete.

Wellness Traveler:

The process teaches a property how they can to meet the unique needs of travelers whether seeking lifestyle changes or living healthy alternatives by creating targeted activities, education and meals to enhance the guest's personal well-being goals.

Business Traveler:

A certified property offers guests an escape from the chaos of their everyday life and delivers a path to a positive wellness experience contributing to their overall physical and mental health preferences.

Why Become WellHotel® Certified

- Improves service standards and guest satisfaction
- Imbues consumer and travel professional trust
- Highlights your property as a wellness destination for wellness and medical travelers
- Communicates that the property holds a deeper understanding of individual service needs
- Validates superior service standards
- Provides introductory exposure to a wellness audience of up to 1.2 million wellness professional influencers
- Wellness travelers spend an average of 159% more



Certification

Property & Individual

WellHotel® Certified

(Property Certification)

- Hotel Property is inspected and WellHotel® Certified
- Select staff are trained on the 104 WellHotel® standards to implement and train the organization to improve the guest experience on a personal level.

Certified Wellness Travel Professional

(Individual Certification)

- Wellness and sensitivity training with cultural awareness (specialized by department) to deliver professional standards for individual hospitality personnel to improve overall guest experience including traditional, wellness and medical traveler needs.

Certified Corporate Wellness Professional

(Individual Certification for Personnel)

- Human Resource, managers, supervisors and key staff trained & certified in the international standards of Corporate Wellness to maintain a healthy workplace




WellHotel® Certified Categories

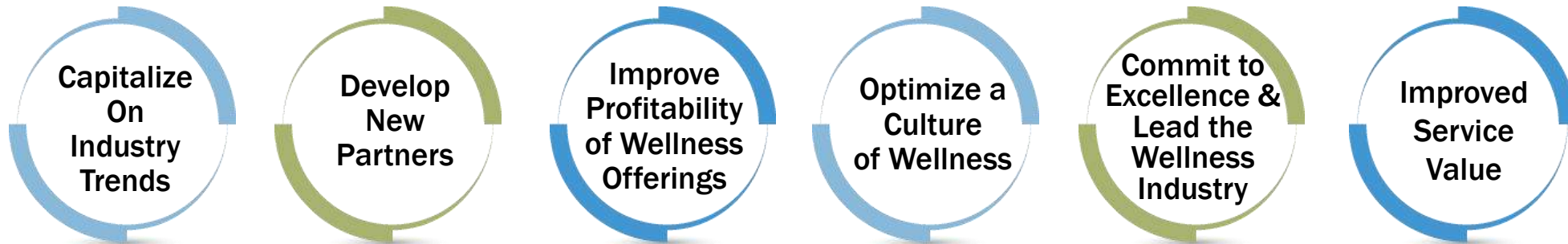
For each category, WellHotel® standards have been developed with the purpose of establishing environmental and wellness SOPs that impact the guest experience, while enhancing the hotel's service offerings and operations. The standards are designed to adapt to all types of hospitality related properties.

There are 104 standards.

Properties must meet 85 percent of the standards of their choosing and depending on level of certification.

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- Financial Transactions
 - Wellness Dimensions
 - Physical Environment
 - Wellness Tourist Advocacy
 - Tourist Management
 - Marketing
 - Communication with Wellness Tourist
 - Risk Management
 - Quality Improvement
 - Sustainable Practices
 - Cultural Competence
 - Wellness Tourist Safety

Benefits of Becoming WellHotel® Certified



REVENUE



\$187.1
billion

116 million international wellness travelers reached the US in 2015. This is an increase of **20.7 percent** over 2013. This group spent **\$187.1 billion** in 2015; an increase of **30.8 percent** in two years.

Report source: McGroarty, B. (2016, November 7). *INTERNATIONAL WELLNESS TOURISM GROWING MUCH FASTER THAN DOMESTIC*

Investment in WellHotel®

WellHotel® encourages a commitment to property standards as well as professionalism and continuous education for personnel. Certification fees are based upon the size and scope of the property including its staffing requirement. Recertification fees for a property are determined by the continuing education made available to the staff in order to maintain standards for service excellence and understanding of wellness.

There are two options for certification, each will be customized per hotel:



Multiple Properties

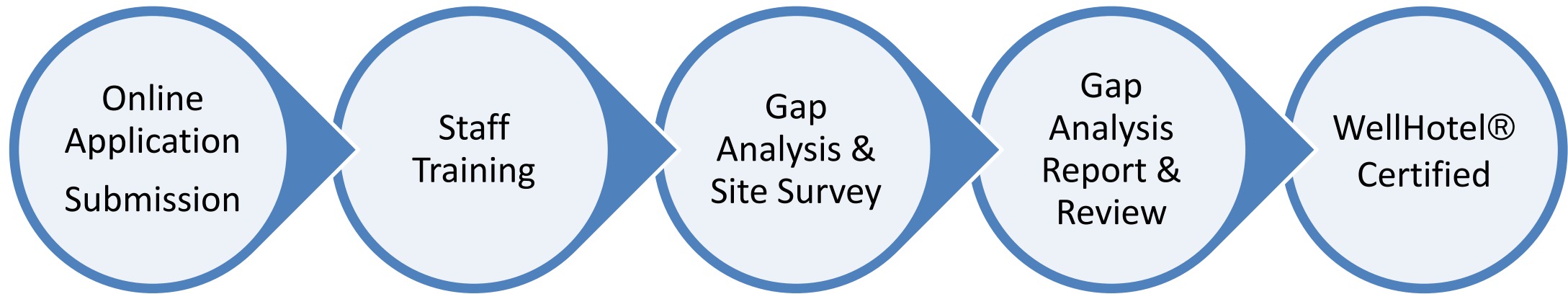
Certification and
Group Training
Site Inspection for
each property



1 Property

Certification and
Training Site
Inspection for one
hotel

WellHotel® Timeline (Estimated 1-3 Months)



Summary

WellHotel® is the world's most elite wellness designation earned only by QUALIFIED hospitality properties through certification, training and inspection for one of the fastest growing traveler segments in the world. Wellness is a 40 year old movement that has grown 200-500% per year for the past 5 years alone.

“WellHotel® Certified” validates only certain Hotels, Resorts and Spas are Qualified to serve the Wellness traveler from individuals seeking a lifestyle change to recreational travelers maintaining their Wellness or a medical traveler focused on their health needs.

As a “WellHotel® Certified” property your Hotel will be one of the elite Wellness Qualified destinations in an ever expanding competitive world and validates your commitment to your guests' wellness experience.

Contact Information



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