



**Destination Spa & Wellness Retreats Forum Discussion**  
*Creating A Bright Future Together*

Facilitators: **Belgin Aksoy**, Creative Director, Richmond International, Turkey;  
**Sallie Fraenkel**, Founder, Mind | Body | Spirit | Network, U.S.  
with “Discussion in the Round” panelists:  
**Dr. Nasim Ashraf**, CEO, DNA Health Corp., United Arab Emirates;  
**Andrew Barnard**, Deputy Marketing Director, SunSwept Resorts, Saint Lucia;  
**Craig Barnard**, Managing Director, The BodyHoliday LeSPORT, Saint Lucia;  
**Marianne Brehpol**, Marketing & Sales Director, Lapinha SPA, Brazil;  
**Charlene Florian**, Chief Creative Officer, Kerstin Florian, U.S.;  
**Kathy Van Ness**, Golden Door, General Manager & COO, U.S.;  
**Ingo Schweder**, CEO, GOCO Hospitality, Thailand;  
**Deborah Szekely**, Co-Founder, Rancho La Puerta, Mexico; Founder, Golden Door, U.S.

There was great interest in this topic – we had a standing-room-only crowd. Everyone in the room was asked to introduce themselves and share one word that defined their feeling about the spa and wellness industry with the panel.

We heard words like: explore, sustainability, treasure, love, share & learn, integration, community, healing, respect, gratitude, wholeness, passion, creativity, and gratitude vision, sacred, spiritual.

We spoke of how spas can build a better future together and some had the idea of creating community education centers to cross pollinate with the healthcare industry in order to provide better the lives for our employees and to pool our resources to find ways to give back and share the wellness message with the masses.

We talked about the biggest health threat facing the world is depression and how spreading the message of spa can help to combat it. Depression, also known as unhappiness. It is not a simple problem. It means sleep problems, stress, poor nutrition, inactivity, obesity and heart disease and the solution is in our hands. The solution is in spa & wellness industry itself.

Belgin Aksoy was able to share her story about how going through health issues turned her into a wellness warrior and that her dream is to create a Global Wellness Day that the spa industry can lead the world in celebrating.

Highlights of the presentation:

- There are more than 7 billion people on earth. But there is only one dream shared accross dozens of cultures: living well. So if this is the situation, why don't we have a world-wide day dedicated to “wellness”

- We've honoured almost everything which is valuable to us with a special day. So why isn't there a global day to honour the universally accepted of good living? That was the birth of Global Wellness Day.
- The concept that we call a destination spa should not in fact belong to just one destination. On the contrary, a destination spa should be unlimited and free.
- Every investment we make in order to improve and enhance our destination spa is very important. But in fact, when it comes to ourselves, we have just a single investment. And that is the human being itself.
- 3 key characteristics of Global Wellness Day:
  - 1- It is an entirely not-for-profit day, a social project created by volunteers to living well.
  - 2- Global Wellness Day events must be free of charge and open to public.
  - 3- Global Wellness Day is held in every second Saturday of June (on June 13th, 2015). Therefore, participants are required to adhere to this day.
- It is already supported and will be celebrated in 30 countries and counting in 5 continents.

After the presentation, the entire room agreed to SAY YES TO WELLNESS on the second Saturday in June every year.

Here is what you can do – Pledge with us to become an Ambassador for Global Wellness Day in 2015 – health technology and product companies, sport activities, nutrition, yoga or detox, destination, medical, resort, city or day spas, corporations, designers, educators, entrepreneurs -- can make a commitment to invite their community to become a part of that special day – by changing just one thing in their lives.

All of us can lead the way by committing to do even simple things like:

- Drink more water
- Shop locally & eat organically
- Close at 3 pm and invite your staff's family to join you in a 5k or a hike.
- Stop using plastic
- Invite local dr's & nurses to come for a free massage
- Do a good deed
- Eat family dinner
- Go to bed at 10:00 PM

This is a simple way for each of us to make our dreams for a better future, our dreams start becoming a reality and begin making a real change in our communities.