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# 18%

of all global tourists will be wellness travellers, by 2022.

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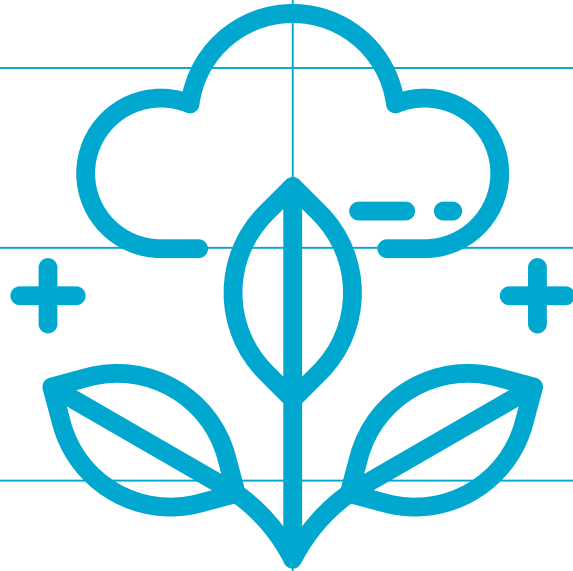
[ **SPOILER:** Your steam room is not what they're looking for. ]



Perhaps you offset your carbon emissions?

Or maybe your hotel is a green building with a basic recycling programme in place.

It's not enough.



53%

Sustainability is of paramount importance to an exponentially growing market: wellness travellers. They demand to know and see that you're doing more. Globally, they're already outperforming regular tourists by 53%.

*If you aren't focussing your efforts on this growing market, they simply won't visit you.*

And worse, they won't tell their friends about you. Friends, who are highly likely to soon be making their travel decisions sustainably too.



**Wellness travel is growing twice as fast as tourism overall.**

**And these aren't some new-age hippies.**

More than just for their own health and safety, wellness travellers care about the ramifications of their travel. The sustainability implications of their travel decisions are part of their travel plans. They want to know that the world is also better off because of their visit.

These aren't the sandal-wearing lentil eaters you think they are. These travellers have money and they're not willing to spend it with you if you don't meet their requirements.

In fact, wellness related travel currently brings 1.8 times more spend by these travellers than regular leisure travel. It's a number that we'll see continuously rise. The facts are clear: investing to cater to this type of travel makes sustainable financial sense.

## So what's the 1 thing you'll need?

*It's the gold standard in futureproofing yourself for tourism.*

*To harness the potential of travellers who are seeking to better themselves while not compromising the environment means harnessing the power of sustainability. True sustainability. Where your investment and decisions have positive implications for the planet and its people, and ensure they make financial sense too.*

## Introducing the Harmony Quality Mark in Sustainable Wellness Tourism,

an accreditation that helps you work towards making your resort, destination or service harmonious and attractive to the growing trend of wellness travellers.

Together, we'll ensure you have wellness factored into the design, building and running of your resort. You'll be more resilient to global shocks; you'll be able to promote an authentically healthy lifestyle that contributes to a healthy planet; you'll be protected from impending global climate tariffs; you'll be in harmony.

*Our framework hinges on the Harmony Golden Ratio, which rigorously assesses the total impact your business is having on the planet, its people and economies.*



**A simple  
solution.  
Not a  
simplistic  
one.**

This is beyond just carbon offsetting. While we agree that being carbon neutral is important, it's rare to find a business that considers their true carbon footprint.

Carbon was released in the construction and development of your destination. But what about transport by each customer to visit you? What about the trees used to create your furniture, the emissions due to the lotions and creams you produced for your resort?

What effect have you had on biodiversity, did you deforest or contribute to water scarcity?

Has there been a loss in sustainable employment of people, poorer living conditions for them or a loss in their cultural heritage?

These are just some of the potential issues the Harmony Quality Mark in Sustainable Wellness Tourism addresses.

# SKY

*Planet, people, place positive.*

A CERTIFICATION IN PROMOTING  
COMPLETE HARMONY

# SAPPHIRE

*Planet aware.*

A CERTIFICATION IN NEUTRALISED  
IMPACTS ON THE PLANET

# GLACIER

*Climate Change positive.*

A CERTIFICATION IN ACTIVE  
REDUCTION IN CARBON

# IRIS

*Climate aware.*

A CERTIFICATION IN  
CARBON NEUTRALITY

Levels of  
the Harmony  
Quality Mark.

## The old tourism paradigm is out-of-date.

We use internationally verified financial modelling approaches, identify the environmental impact, while taking into consideration the socio-economic value of your destination, to create a clear cost figure that you can use to offset any negative impacts you may have imposed.

The broad consultation base of our experienced governance panel means we intimately understand the business environment of the wellness tourism developer, the destination and global and regional policy drivers.

*The Harmony Quality Mark in Sustainable Wellness Tourism is evidence-based and designed to integrate all of your stakeholders, a framework that identifies whether you're doing what it takes to be truly sustainable.*



# 88%

**88% of travellers surveyed say they'd recommend sustainable travel.**

Is that a big enough number for you?

*The research is compelling.*

Global conditions are frightening. Locked inside, avoiding extreme weather, polluted air and a pandemic; everyone is familiar with what's going on.

It doesn't take a scientist to see this, although we do have a number of them on board.



We're inspired by Harmony principles as set out in "Harmony: A New Way of Looking at our World" and we draw on the UN's Sustainable Development Goals as well as with the UN's Happiness Index.

The data, the financial benefits of wellness for resorts and destinations as well as the financial benefits of sustainability approaches are all impossible to ignore. But all the research, reports and supporting evidence in the world is nothing without an individual plan to measure the ROI for you.



# IMPACT NEGATIVE

*We work on  
a whole sum  
approach.*

This is unlike any other accreditation or certification out there. It's quantifiable, verifiable and raises those tough questions you've avoided. The questions your customers are now asking.

It's not enough to be carbon neutral. Our framework will help you to become impact negative, which means that your business will be making an overall positive contribution to the planet, the communities that surround you as well as your bottom line.

It's a holistic approach, one that ensures the full costs across socio-economic, environmental protection measures and the sustainable success of your business have been factored in.

=

impact cost  
offset value

+ 1% min of  
impact cost





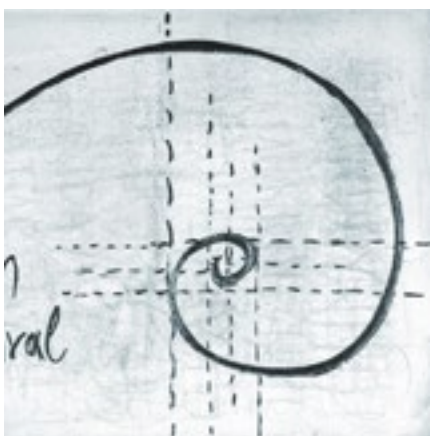
# 3

## What are the 3 steps you must put in place?

We know wellness tourism can be complex. So, our approach can either be achieved in stages, developing as your destination grows, or as a monumental shift in the way your hotel, resort or destination operates.

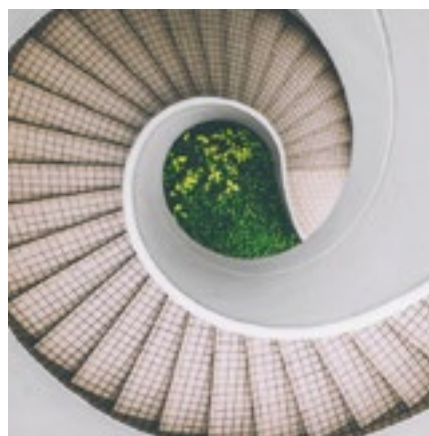
The Harmony Quality Standard is credible and authentic. And thus, you can't just pay your way in. You need to be actively addressing the impacts your business creates and reducing, redressing and offsetting them to ensure sustainability.

### Step 1.



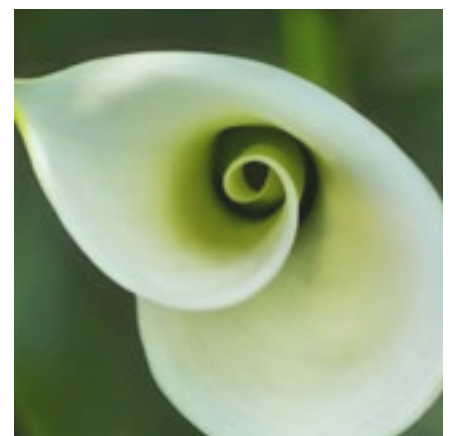
Commit towards sustainable wellness tourism through a sustainable wellness statement, policy, and plan.

### Step 2.



Assess (or have externally assessed) the impacts your organisation is having on the local and wider environment. This is then structured and calculated within a financial framework.

### Step 3.



Offset negative impacts within the Harmony Model (*Impact Neutral plus 1%*) and reduce them.

# Will you attract and retain guests in 2021?

# 2021

*Get in touch if you're planning or developing infrastructure. From sustainable architecture to reducing, re-using and recycling; from assessing the harms of the construction and building phase to creating a workable plan to help offset them, we can provide support.*

## Or will it be more of the same?

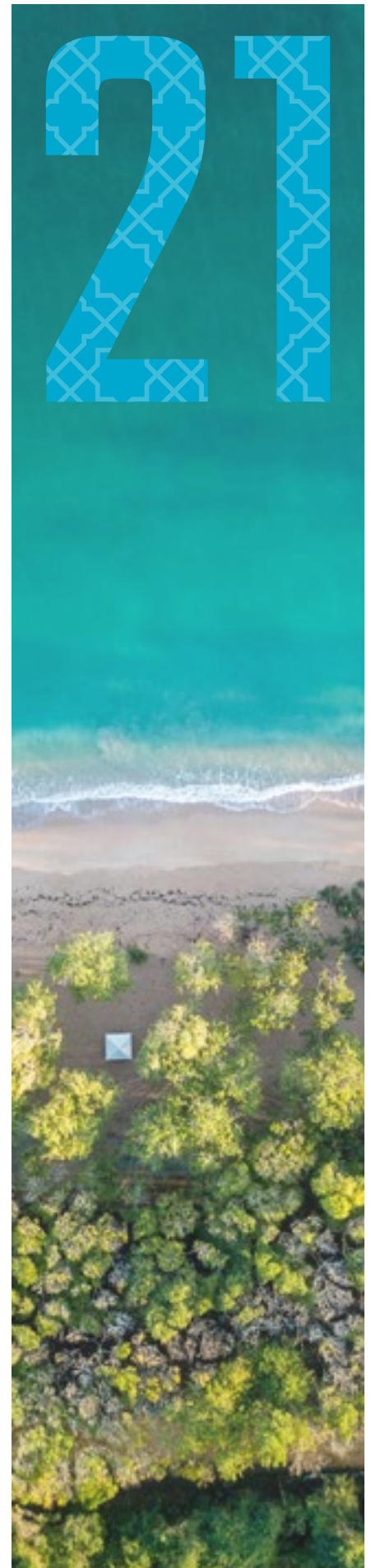
We can suggest retrofits, identify more sustainable energy sources and help you make better use of resources. This will improve behaviours going forward and recognise that there's been a legacy of potential harms in your built and delivery environment.

We'll work with businesses large and small, engage stakeholders, broaden and deepen your understanding of impacts along your whole value chain.

The Harmony Quality Mark in Sustainable Wellness Tourism will

assess the harm and the associated costs presented by your business to the quality of the air, water and land as well as people and the biosphere.

Our rigorous processes will calculate the costs and how to address them in a way that's clear and transparent to an increasingly sophisticated wellness traveller. The resulting actions are beneficial to them, the environment, its people and, importantly, they'll be 100% beneficial to you. And that's a hard number to ignore.





*Your resort is unique, not only in its offering, but in all aspects of how it touches communities and the environment.*

The Harmony team is ready to work together with you. You'll find our processes transparent yet rigorous. Our team is approachable yet fastidious. The results will be straightforward and future-focussed with workable solutions. Above all, they will be meaningful both to your organisation and your customers. It all starts with a review.

## Get in touch.

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Linked In : Nickipage9

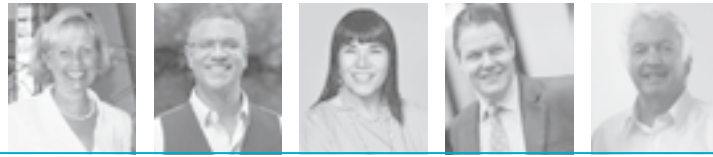
[www.tlcharmony.com](http://www.tlcharmony.com)

Does it  
touch  
them  
lightly?

Could it be  
better?

How  
could it be  
better?

## THE TEAM



**Nicki** is a marketing and public relations titan. Her finely honed experience at blue chip corporates like leading advertising agency Saatchi & Saatchi and Marriott Hotels and Resorts is matched by her integrity and sensitivity to global cultures. Her influence has created a network of the foremost decision makers across Arab, South & South East Asian and African nations and she's keenly negotiated the success of world-leading tourism and luxury destinations from Jordan to Malaysia, South Africa to the UAE. Nicki has a deep understanding of promoting worldwide luxury health and wellness resorts; unparalleled insight into the role women have in influencing health, wellness and travel decisions; and an established, trusted business presence in the Middle East that includes a client list of ruling families, CEOs and top companies.

To say that **Leo** brings exceptional acumen to TLC Harmony would be an understatement. His experience spans 30 years of managing clinicians and developing health services in the public, voluntary

and private sector. He has worked strategically in the improvement of health, wellbeing, and safety nationally and internationally. From General Practitioner Coordinator with the Maudsley NHS Trust to Head of Drug and Crime Reduction in the Government Office for London; as Business Manager for counter-terrorism in the UK Home Office HQ Strategy and International Directorate to Group Director of Business Development and Communications for the Social Interest Group, Leo's innovative and strategic approach, has founded new health approaches, transformed sustainability paradigms, and led government operations and national delivery.

**Daniella's** long-term connections within the spa industry cover many years of dedication and understanding. Her passion and drive on every step of her journey have helped her build up an extensive network, whilst gaining a well-respected following for her work, even earning herself the title 'Spa Queen

of the Middle East'. Daniella has opened some of the world's most recognised Destination Spa & Wellness Resorts and Day Spas, Hair and Beauty Salons, Aesthetic Medi Spa Clinics and Fitness Clubs. Her speciality lies in development and operations within the Middle East region, acting as collaborator for the international spa world, while building cultural awareness and innovation in the spa and wellness sectors.

**Jean-Paul's** immensely varied experience has led him to expertly develop how business tourism and the continuation of sustainable growth is key for a company. He is a C level executive, mentor, project leader and design enthusiast coupled with 35 years in the hospitality sector. For more than 30 of those years, Jean-Paul has been at the forefront of hospitality in emerging markets, driving innovation in South East Asia and searching for the talent to mentor into top future hoteliers. He is actively involved in numerous industry organisations including the International Wine & Food Society, is a contributor to the book "EQ

& Leadership in Asia" on using emotional intelligence to lead and inspire people, and a speaker at hospitality events around the world.

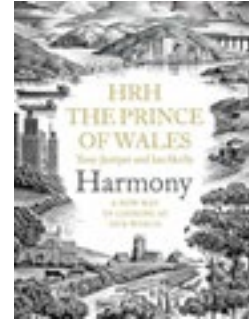
**Nicholas** has a background in environmental activism from the 1970s and was several times a Green Party candidate in the early 1990s. With a training in History and Anthropology, he specialises in the ways in which we relate to the wider environment, extending from our home planet into space. His academic journey has taken him from the University of Cambridge, to the school of Oriental and African studies in London, Bath spa University, where he was Principal Lecturer in History, and now the University of Wales Trinity Saint David where he is director of the university's Harmony Institute. His long list of publications includes The Harmony Debates, which brings together 45 academics, artists and practitioners from the worlds of business, community activism and food and farming to ask what we mean by Harmony and how we can apply its principles.



## The time to act is now.

*Prince Charles urges businesses to see the coronavirus pandemic as a 'golden opportunity' as he launches 'Great Reset Project' to help industries 'rebuild' in a sustainable way.*

In the vein of Al Gore's An Inconvenient Truth and Van Jones' Green Collar Economy, His Royal Highness Charles, the Prince of Wales, presents the compelling case that solutions to our most dire crises—from Climate Change to poverty—lie in regaining a balance with the world around us.



[HTTPS://WWW.AMAZON.COM/HARMONY-NEW-WAY-LOOKING-WORLD/DP/0061731358](https://www.amazon.com/Harmony-New-Way-Looking-World/dp/0061731358)

“We are delighted that the Harmony Institute is supporting Go Gloucestershire and the Visit Gloucestershire Partnership’. Tourism is vital to the Gloucestershire local economy, we want to maintain our wonderful offering here in the Cotswolds and surrounding areas. We involve all our partners in the sustainability programmes our organisation has in development, it has never been a more important time for us to unite, collaborate and share best practice.”

### Steve Gardner-Collins

DIRECTOR, VISIT GLOUCESTERSHIRE PARTNERSHIP CIC.



“The Art & Science of understanding Wellness, and its marketing, is a position, that we believe is critically important to tourism, as we transform ourselves and the industry to adjust to new paradigms, that demand we take account of health & Wellness expectancies, and Sustainability requirements, for People, Planet and Place.”

### Nicki Page

TLC HEALTH TRAVEL 2020

“The emergence and destruction wreaked by COVID-19 pandemic has shown us that we are directly responsible for each others health and well being. It has impacted our everything our economies, our society and our environment. The pandemic is acute and it will take time until we can bring it under control as with other diseases that afflict mankind, it is a reminder of our interconnected world and our responsibilities to one another and to nature and it has changed our behaviour. For now at least the pandemic has become part of a new normal and is having massive ramifications for tourism and hospitality. Sustainability is a word and system of thought that tries to describe and respect an interconnected world, interconnected through our societies, economies and our environments and it is a system that tries to establish a normal that is kind, considerate and responsible. Sustainability is a behaviour that can stop our world during, our animals dying and more than ever we need to support one another. Take a moment to reflect on your family, friends, neighbourhoods and livelihood to test this truth. A new normal is essential for everyone, everyone.”

### Robert Peter Ryan

RYAN ENVIRONMENTAL SERVICES. U.K.

“In Life we do things, some we wish we had never done, some we wish we could replay a million times. But they all make us who we are, and in the end, they shape every detail about us. If we were to reverse any of them, we wouldn't be the person we are. So just live. Make mistakes, have wonderful memories. But never ever second guess who you are, where you have been and most importantly where it is you are going...”

### Jean-Paul Riby



*Half a century ago, a paradigm shift was created in Mandela's home country, South Africa. Through harmony and reconciliation a new country emerged, one in which, no matter how the times may change, the principles will always remain true.*



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