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## **Paradise Coast Wellness Alliance Creating a Wellness Culture in Naples, Marco Island and the Everglades**

NAPLES (July 15, 2019) -- The Naples area in Southwest Florida is on the map as a wellness destination and is a nationwide pioneer in creating a community of tourism and wellness professionals.

The wellness momentum is just two years in the making. In 2017, Naples-based personal development coach and author Peggy Sealfon was a guest speaker at a luncheon of Collier County tourism professionals and hoteliers. Her subject was the booming, multi-billion dollar wellness tourism industry. The tourism professionals were immediately responsive, understanding the lucrative potential of wellness tourism, as well as the need to satisfy the demands of the high-end travelers to the area.

With the support of the Naples, Marco Island, Everglades Convention & Visitors' Bureau, Sealfon launched a grassroots outreach effort to connect local wellness providers with hotels, and to help hotels develop wellness experiences for guests either on property or with local, independent wellness providers.

Sealfon, known locally as the "wellness warrior," assembled a team of more than 50 volunteers from the tourism and wellness communities and formed the Paradise Coast Wellness Alliance, which she chairs along with Paul Nunez, wellness director for the JW Marriott Marco Island Beach Resort.

Building on Naples' ranking as the community with the highest well-being in the nation (Gallup 2015-2018), and a Blue Zones Project Community, the Alliance has fast-tracked the wellness momentum with a powerful, integrated marketing outreach that has captured the attention and interest of the entire community from government leaders to media to local wellness specialists to yoga and fitness instructors.

Among the Alliance's milestone achievements:

- First Annual Paradise Coast Wellness Experience in January 2019 included over 45 activities taking place throughout the County from sunup to 9PM with 10 resorts and hotels involved, featuring over 45 wellness practitioners and over 30 wellness businesses. The Facebook page delivered exposure to over 17,000 and engaged 3.2K. The event was officially proclaimed by the Board of Commissioners of Collier County as an annual event.
- In partnership with Winston White, vice president of the Sports Council of Collier County, launched BeWellInParadise.com an online hub for health and wellness with a robust "wellness calendar" of daily activities and special events to choose from throughout the area. Sealfon and White also launched BeWell100, a digital membership card with which visitors can take advantage of special offers, discounts and more.
- The Paradise Coast Wellness Expo Workshop & Retreat brought together close to 100 professionals ranging from highly notable hotel resort general managers and concierges from over 14 area facilities to business owners and practitioners who provide wellness services and products, some of which are unique to this region.

- Global Wellness Day on June 8th is an international project dedicated to living well. The Paradise Coast participated with over 25 activities from sunset yoga and water aerobics in Naples to 12 hour of wellness at the JW Marriot on Marco Island to a walk and meditation at Big Cypress Preserve, among other activities.
- World Wellness Weekend--Florida's Paradise Coast is proud to be part of World Wellness Weekend taking place in over 100 countries with over 2,000 places providing fun and creative activities for the whole family to boost vitality, serenity and beauty. FREE wellness activities happening throughout Naples, Marco Island and the Everglades on September 21-22 2019. The weekend provides a multi-faceted retreat opportunity to try one activity or several and explore new experiences within the area's wellness culture! Also includes the first-ever Be Well Family Day.
- Second Annual Paradise Coast Wellness Experience will be a 3-day event on January 10-12, 2020. Visitors may come and experience a diverse assortment of programs each day themed as body, mind and spirit. Adventure fitness programs plus unique races, yoga and Pilates experiences will be featured the first day. The second day will be populated with educational workshops and creative experiences to expand one's mind. The third day will combine unique meditation, mindfulness and alternative healing traditions in serenely calming environments. There will also be nature and wildlife excursions, food tastings, cooking classes, hiking, biking and walking adventures.

In less than two years, Sealfon has become the wellness ambassador for Southwest Florida and a speaker for the destination at preeminent gatherings of global wellness leaders. She was recently a presenter at a meeting of the International Wellness Tourism Association at Canyon Ranch in Tucson, Ariz. The Alliance is a member of the Global Wellness Summit and the Wellness Tourism Association through Sealfon.

For more information, visit [BeWellInParadise.com](http://BeWellInParadise.com) or [ParadiseCoast.com/wellness](http://ParadiseCoast.com/wellness).

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