

The insider's guide to global wellness and business travel

A survey by the Global Wellness Institute's Wellness Tourism Initiative

The Global Wellness Institute's Wellness Tourism Initiative is an industry led global think tank dedicated to sharing the latest consumer insights and trends in wellness travel. Look out for our Insider's Guide to Wellness and Work travel for Australia, North America, Italy, China, Romania and South East Asia.

This survey deeps dives into a sector now worth \$639 billion in visitor expenditure a year. It explores what business travellers seek to keep them well while they travel for work.

Top wellness amenities sought when travelling for work

- High quality restaurant that aligns with your dietary requirements **38%**
- A quiet room **30%**
- A room with natural light **30%**
- The sleep experience **29%**
- Pool **28%**
- Well-appointed fitness centre **27%**
- Well-appointed spa **27%**
- Complimentary morning wellness activities **22%**
- Access to group class such as yoga (on-site or nearby) **21%**
- Outdoor recreation spaces **19%**
- In room/health snacks/room service options **6%**

An accommodation providers wellness offerings might be more important than you realise

- 39% of respondents said that an accommodation providers wellness offering influences their decision where to stay on a business trip
- 40% of respondents said they are always/ mostly prepared to pay more for business accommodation that meets their wellness needs.
- 44% respondents are prepared to spend more than 10% extra on accommodation for a work trip that best meets their wellness needs. One in five are willing to spend 16% or more.

What do we know about business travellers who are prepared to spend 10% or more on accommodation with appealing wellness offerings?

- A well-appointed Spa is the most important thing they are looking for when travelling for work. (36% versus 27% for all respondents)
- More likely to have kids at home (38% versus 35%)
- More likely to be aged 35-54 (57% versus 55%)
- When they travel for leisure, 60% of them are willing to spend more than 16% on accommodation that meets their wellness needs.

More information

For more information please email us info@wellnesstourismsummit.com.au



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Thank you to the GWI Wellness Tourism Initiative team for their efforts in delivering these valuable global insights.

Find out more about the Wellness Tourism Initiative at globalwellnessinstitute.org/initiatives/wellness-tourism



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