

The insider's guide to Australian wellness and business travel

A resource 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 North America, Italy, China, Romania and South East Asia and our global summary.

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

	AUSTRALIA	GLOBAL
High-quality restaurant that aligns with your dietary requirements	37	38
A room with natural light	34	30
A quiet room	33	30
Pool	33	28
Access to group class such as yoga (on-site or nearby)	26	21
The sleep experience	25	29
Well-appointed fitness centre	24	27
Well-appointed spa	24	27
Complimentary morning wellness activities	24	22
Outdoor recreation spaces	17	19
In room/health snacks/room service options	7	6

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

- 40% of respondents said that an accommodation providers wellness offering influences their decision where to stay on a business trip
- 41% of respondents said they are always/ mostly prepared to pay more for business accommodation that meets their wellness needs.
- 45% respondents are prepared to spend more than 10% extra on accommodation for a work trip that best meets their wellness needs. Nearly a quarter are willing to spend 16% or more.

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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