

# Wellness Tourism Initiative 2020 Australian survey results

## The Insider's Guide to understanding wellness travellers

The Global Wellness Institute's (GWI) 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 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 consumers are seeking on a wellness trip, their motivations for travel, what influences their decision and how they book.

### Australia tops the bucket list for wellness travel

**Q1:** Top 10 wellness destinations Australians want to go in the next two years?

1. Australia
2. Japan
3. Indonesia
4. Thailand
5. Italy
6. USA
7. Canada
8. India
9. Switzerland
10. France

### Travellers use wellness travel to destress and reboot their wellbeing focus

**Q2:** Top reasons for wellness focused travel

- Adjust or reboot health and wellbeing focus **56%**
- Destress and relax **39%**
- Improve my mental wellness **35%**
- Maintain current health and wellbeing focus **27%**
- Spiritual journey **24%**
- Adventure activities **29%**

(Respondent provided top 3)

### It's all about nature

**Q3:** What's most important to travellers on a wellness trip?

- Location connected to nature **76%**
- Quality fresh local cuisine **56%**
- Quality accommodation **41%**
- Eco friendly/sustainable focus **39%**
- Quality practitioners **36%**
- Spa services **30%**
- Outdoor activities **29%**
- Meditation/mindfulness **27%**
- Connection to local culture **25%**
- Natural therapies (Ayurveda/Acupuncture/Herbal medicines) **19%**

### Wellness travellers prefer a flexible wellness journey

**Q4:** What type of wellness program do you prefer?

- Semi-structured **65%**
- Completely unstructured **26%**
- Fully structured **9%**

### Gym instructors, doctors and local wellness experts all influence trip planning

**Q5:** Top 10 Influencers when planning a wellness trip

1. Word of mouth **71%**
2. Past guest reviews **40%**
3. Editorial on wellness travel **31%**
4. Gym/doctor/local wellness expert you trust **23%**
5. Special offers/promotions **21%**
6. Social media **18%**
7. Award winning places **16%**
8. Tourism authority **13%**
9. Wellness travel show/festival **12%**
10. Celebrity, guru or wellness social media influencer **7%**



#### INITIATIVE MEMBERS

**Australia** - Katherine Droga (Chair), Droga & Co. and the Wellness Tourism Summit

**USA** - Adam Glickman (Vice Chair) Parallax Hospitality

**Canada** - Daniel Poulin, Accor

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**Romania** - Ioana Marian, despreSpa

**Singapore** - Joanne Barber, We Affirm Co.

**Thailand** - Lee Woon Hoe, Banyan Tree



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## More than half of travellers book direct

**Q6:** How do travellers book wellness trips?

	INTERNATIONAL TRIP	DOMESTIC TRIP
Direct with brand via website	60%	76%
Via general OTA (Online Travel Aggregator)	30%	10%
Via an online travel website focusing on wellness travel	10%	5%
Travel agent	14%	5%
Don't book in advance	3%	4%

## Travellers are prepared to pay more for accommodation that meets their wellness needs

**Q7:** For leisure travel, are you willing to spend more for accommodation that has wellness offerings that better meet your needs?

- 60% of respondents said they always/ most of the time are prepared to pay more
- Nearly a third are willing to spend more than 16% extra

## About the survey

- Online survey 305 respondents
- Respondent gender:
  - Male **13%**
  - Female **87%**
- Respondent age group:
  - 18-24 years **2%**
  - 25-34 years **13%**
  - 35-54 years **52%**
  - 55- 64 years **25%**
  - 65-74 years **7%**
  - 75+ years **1%**
- Respondent family status:
  - Kids **59%**
  - No kids **41%**

## More information

For more information about the survey or other GWI initiatives please email us [info@wellnesstourismsummit.com.au](mailto:info@wellnesstourismsummit.com.au)

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](http://globalwellnessinstitute.org/initiatives/wellness-tourism)



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