Wellness Tourism Initiative 2020 global 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 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 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 travellers want to go in the next two years?
1. Australia
2. Thailand
3. Indonesia
4. Japan
5. USA
6. Italy
7. Canada
8. Switzerland
9. Spain
10. Mexico

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 49%
- Destress and relax 47%
- Improve my mental wellness 34%
- Maintain current health and wellbeing focus 28%
- Spiritual journey 25%
- Adventure activities 25%

(Respondent provided top 3)

It’s all about nature

Q3: What's most important to travellers on a wellness trip?
- Location connected to nature 70%
- Quality fresh local cuisine 50%
- Quality accommodation 41%
- Spa services 35%
- Outdoor activities 33%
- Quality practitioners 31%
- Eco friendly/sustainable focus 30%
- Connection to local culture 28%
- Meditation/mindfulness 22%
- Natural therapies (Ayurveda/Acupuncture/Herbal medicines) 20%

Wellness travellers prefer a flexible wellness journey

Q4: What type of wellness program do you prefer?
- Semi-structured 58%
- Completely unstructured 32%
- Fully structured 11%

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

Q5: Top 10 Influencers when planning a wellness trip
1. Word of mouth 63%
2. Past guest reviews 45%
3. Editorial on wellness travel 29%
4. Social media 24%
5. Special offers/promotions 21%
6. Gym/doctor/local wellness expert you trust 21%
7. Award winning places 16%
8. Tourism authority 12%
9. Wellness travel show/festival 11%
10. Celebrity, guru or wellness social media influencer 10%
More than half of travellers book direct

Q6: How do travellers book wellness trips?

<table>
<thead>
<tr>
<th></th>
<th>INTERNATIONAL TRIP</th>
<th>DOMESTIC TRIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct with brand via website</td>
<td>52%</td>
<td>67%</td>
</tr>
<tr>
<td>Via general OTA (Online Travel Aggregator)</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Via an online travel website focusing on wellness travel</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Don't book in advance</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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?

- 53% 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 929 respondents
- Respondent gender:
  - Male 23%
  - Female 77%
- Respondent locations:
  - Australia 33%
  - USA 15%
  - Canada 10%
  - Romania 10%
  - Singapore 6%
  - Thailand 6%
  - India 3%
  - UK 2%
  - NZ 2%
  - Other 13%
- Respondent family status:
  - Kids 52%
  - No kids 47%

More information

For more information please email us 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