Wellness Tourism Initiative
2020 Romanian 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.

Romania tops the bucket list for wellness travel

Q1: Top 10 wellness destinations Romanians want to go in the next two years?
1. Romania
2. Thailand
3. Italy
4. France
5. Austria
6. Turkey
7. Indonesia
8. India
9. Switzerland
10. Spain

Travellers use wellness travel to destress and reboot their wellbeing focus

Q2: Top reasons for wellness focused travel
- Destress and relax 54.6%
- Adjust or “reboot” my overall health and wellbeing focus 40.2%
- Maintain my current health and wellbeing focus 32.0%
- Improve my mental wellbeing 25.8%
- Spiritual journey 25.8%
- Anti-aging 19.6%
(Respondent provided top 3)

It’s all about nature

Q3: What’s most important to travellers on a wellness trip?
- A location connected to nature 72.2%
- Spa services 63.9%
- Quality fresh local cuisine 39.2%
- Quality accommodation 34.0%
- Outdoor activities 26.8%
- Natural therapies (Ayurveda, Acupuncture, Herbal Medicine) 26.8%
- Connection to local culture 22.7%
- Quality wellness practitioners 20.6%
- Eco-friendly/ Sustainable focus 17.5%
- Meditation/mindfulness 16.5%

Wellness travellers prefer a flexible wellness journey

Q4: What type of wellness program do you prefer?
- Semi-structured 49.0%
- Completely unstructured 33.3%
- Fully structured 17.7%

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

Q5: Top 10 Influencers when planning a wellness trip
1. Past guest reviews 45.4%
2. Editorial on wellness travel experiences (any channel) 38.1%
3. Special offers, promotions or discounts 32.0%
4. Word of mouth recommendations 30.9%
5. Your gym, doctor, coach or other local wellness expert that you trust 27.8%
6. Social media channels generally 23.7%
7. National or local tourism authority website/content/advertising 13.4%
8. Wellness travel show, event, festival 13.4%
9. Award winning places 11.3%
10. Celebrity, guru or well-known social media influencer recommendations 7.2%

INITIATIVE MEMBERS
Romania - Ioana Marian, despreSpa.ro
Australia - Katherine Droga (Chair), Droga & Co. and the Wellness Tourism Summit
USA - Adam Glickman (Vice Chair) Parallax Hospitality
Canada - Daniel Poulin, Accor
India - Vijay Kumar Karai, AyurUniverse
Italy - Sandro Billi, Side Note SCC
Singapore - Joanne Barber, We Affirm Co.
Thailand - Lee Woon Hoe, Banyon Tree
More travellers prefer to book direct via website

Q6: How do travellers book wellness trips?

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<thead>
<tr>
<th></th>
<th>INTERNATIONAL TRIP</th>
<th>DOMESTIC TRIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct with brand via website</td>
<td>26.8%</td>
<td>44.7%</td>
</tr>
<tr>
<td>Online through general OTA</td>
<td>39.2%</td>
<td>34.0%</td>
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<tr>
<td>Online via wellness travel website</td>
<td>18.6%</td>
<td>12.8%</td>
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<tr>
<td>Travel agent</td>
<td>14.4%</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t book in advance</td>
<td>1.0%</td>
<td>3.2%</td>
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</tbody>
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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?

- **55%** of respondents said they are always/most of the time prepared to pay more for leisure accommodation that meets their wellness needs.
- **45.2%** of respondents said they are sometimes prepared to pay more for leisure accommodation that meets their wellness needs.

About the survey

- Online survey 97 respondents
- Respondent gender:
  - Male **20.6%**
  - Female **78.4%**
  - Gender neutral/ Prefer not to say **1%**
- Respondent age group:
  - 18-24 years **1%**
  - 25-34 years **15.6%**
  - 35-54 years **74%**
  - 55-64 years **6.3%**
  - 65-74 years **3.1%**
- Respondent family status:
  - Kids **61%**
  - No kids **39%**

More information

For more information about the survey or other GWI initiatives 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