

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 wellness **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

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More travellers prefer to book direct via website

Q6: How do travellers book wellness trips?

	INTERNATIONAL TRIP	DOMESTIC TRIP
Direct with brand via website	26.8%	44.7%
Online through general OTA	39.2%	34.0%
Online via wellness travel website	18.6%	12.8%
Travel agent	14.4%	5%
Don't book in advance	1.0%	3.2%

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



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