

The insider's guide to US and Canada wellness and business travel

A resource by the Global Wellness Institute's Wellness Tourism Initiative

The Global Wellness Institute's (GWI) Wellness Tourism Initiative is an industry-led global think tank dedicated to sharing consumer insights and trends in wellness travel. This survey examines a sector worth \$639 billion in yearly visitor expenditure. It explores what business travelers seek to keep them well while they travel for work. Other regional recaps and our full global traveler intentions survey can be downloaded from the GWI website.

Wellness is an increasingly important consideration for business travelers

Q1: Compared to five years ago, how important is access to wellness-focused experiences when you travel for business?:

- More important **70%**
- Just as important **30%**
- Less important **<1%**

Nearly all business travelers are willing to spend more to stay well, and many do so always or most of the time

Q2: When you travel for business, are you willing to spend more for accommodations that have wellness offerings that better meet your needs than those which do not?

- Always **12%**
- Most of the time **29%**
- Sometimes **47%**
- Never **12%**

Nearly three-quarters of business travelers are willing to spend at least 6% more to stay well, and over one-third are willing to spend at least 11% more

Q3: For business travel, assuming location and quality of accommodations are similar, how much more are you willing to spend for a property that has wellness offerings that best meet your needs?

- No more **5%**
- 1%-5% more **22%**
- 6%-10% more **38%**
- 11%-15% more **18%**
- 16%-20% more **12%**
- Over 20% more **6%**

Heathful food & beverage options, fitness, and a conducive sleep experience are key decision drivers

Q4: What are the top three wellness related amenities/experiences you seek out when choosing a property to stay at for business?

1. Restaurant with high quality food that aligns with my dietary preferences **47%**
2. Well appointed fitness center **43%**
3. Quiet room **36%**
4. Good sleep experience **30%**
5. Room with natural light **24%**
6. Well appointed spa with treatments **22%**
7. Outdoor recreation spaces **19%**
8. Onsite or easily accessible yoga or group fitness classes **19%**
9. Pool **18%**
10. Flexible working spaces **8%**
11. High-quality bar experience **8%**
12. Healthy in-room snacks/room service **6%**

(Respondent provided top 3)



INITIATIVE MEMBERS

USA - Adam Glickman (Vice Chair) Parallax Hospitality

Canada - Daniel Poulin, Accor

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

India - Vijay Kumar Karai, AyurUniverse

Italy - Sandro Billi, Side Note SCC

Romania - Ioana Marian, despreSpa

Singapore - Joanne Barber, We Affirm Co.

Thailand - Lee Woon Hoe, Banyan Tree Hotels and Resorts

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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