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 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%

**Healthful 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)

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)