

The insider's guide to Romanian wellness and business travel

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

The Global Wellness Institute's 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 Wellness and Work travel for 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 business travellers seek to keep them well while they travel for work.

Top wellness amenities sought when travelling for work

	ROMANIA	GLOBAL
Well appointed spa space with treatments available	46	27
Pool	35	28
A room with natural light	35	30
Outdoor recreation spaces	31	19
A room that is quiet	30	30
Sleep experience	24	
High-quality restaurant that aligns with your dietary requirements	22	38
Complimentary morning wellness activities	20	22
Well appointed fitness center	13	27
Access to convenient group classes such as yoga (onsite or close walking distance)	9	21

An accommodation providers wellness offerings might be more important than you realise

- 64% of respondents believe that access to wellness experiences while travelling for work is more important now than 5 year ago.
- 39% of respondents said that an accommodation providers wellness offering always influences their decision when selecting their work trip accommodation.
- 41% of respondents said they are always/ mostly prepared to pay more for business accommodation that meets their wellness needs.
- 57% respondents are prepared to spend more than 10% extra on accommodation for a work trip that best meets their wellness needs.

More information

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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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