

Latest GWI
consumer
research –
what's the
opportunity
right now?



About GWI & Wellness Tourism Initiative

Initiative Global Think Tank Consumer Wellness Travel Trends
Two phases research

Global Team

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WELLNESS TOURISM INITIATIVE

About The Study

2,000+ responses, over 80 countries

May-July 2020

42% Australia

22% North America

36% Rest of World



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What is Wellness Travel?

Wellness Travel is travel that enhances, maintains or kickstarts your own wellbeing.



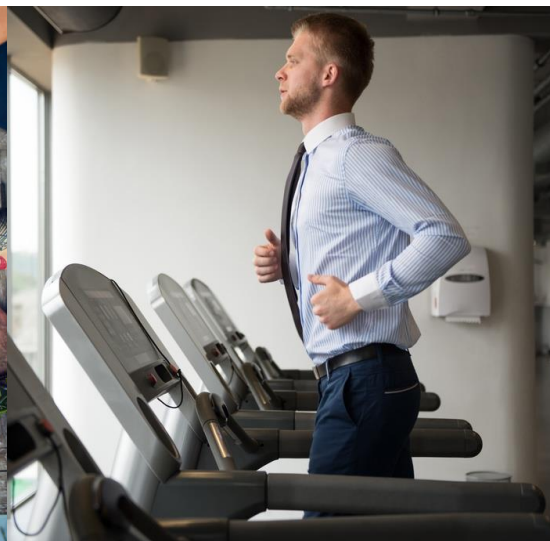
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Wellness is the sole purpose or motivating factor for their trip & destination choice.

Primary Wellness Traveller



Seek to maintain wellness while taking any type of trip.

Secondary Wellness Traveller

COVID19 Wellbeing

- 1 in 4 respondents ranked their mental wellbeing 5/10 or less
- 1 in 5 respondents ranked their physical wellbeing 5/10 or less
- 40% ranked their social wellbeing 5/10 or less

COVID19 Silver Linings

70% of all respondents have found an unexpected benefit to their wellbeing or lifestyle during COVID-19

Top Five Benefits

1. Deeper connection to family
2. Eating healthier
3. Less stressed
4. Better sleep
5. Increased fitness



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Covid-19 Silver Linings

24% participated in a new wellness offering
they hadn't tried previously

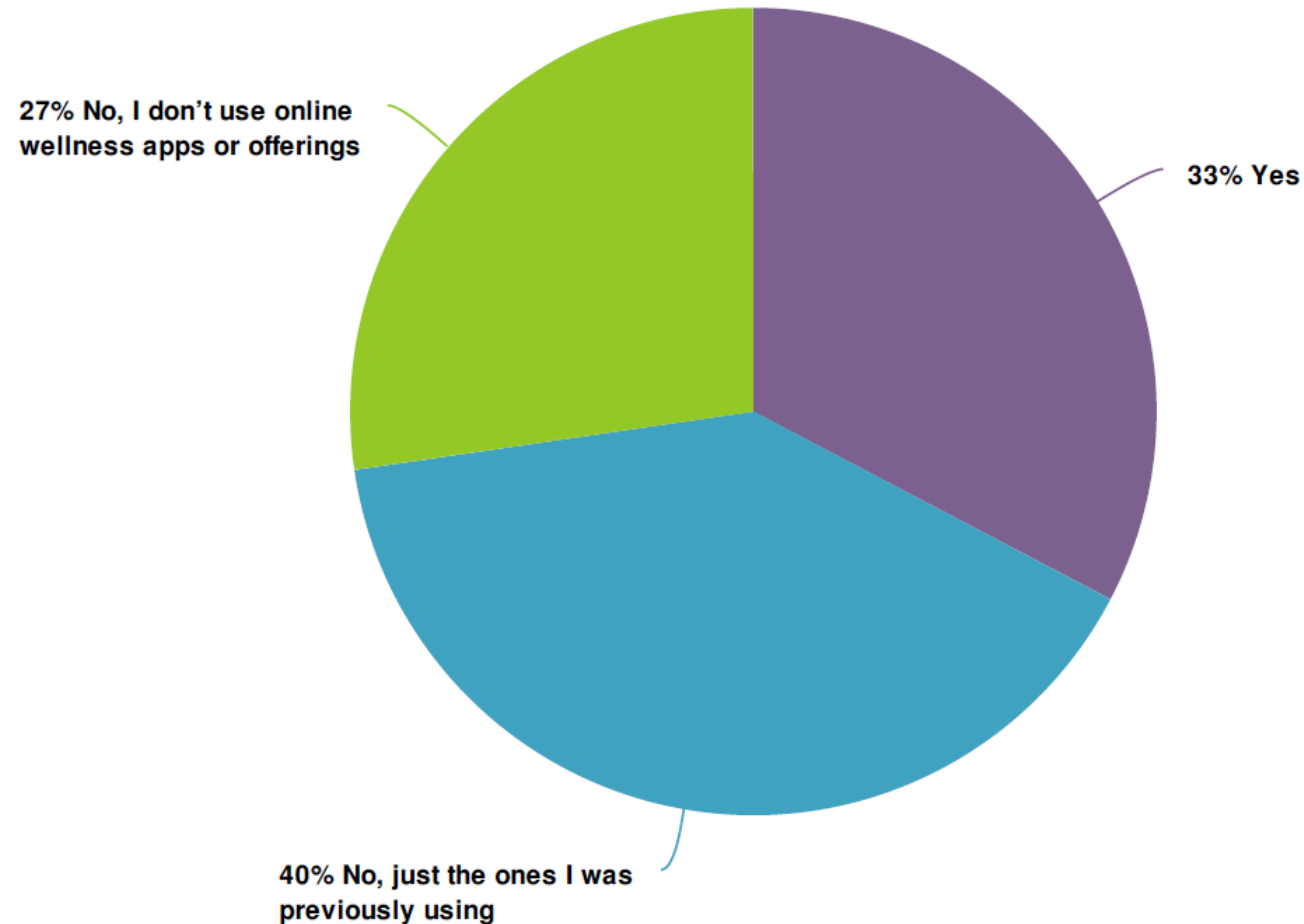


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Wellness Tech. is Booming

6. Since COVID-19, have you used or purchased any new online wellness apps or offerings?



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Most Popular Apps

1. Mindfulness
2. Yoga/Pilates equivalent
3. Home Gym
4. Jogging/Walking
5. Spiritual Teaching
6. High Intensity Training
7. Sound Healing

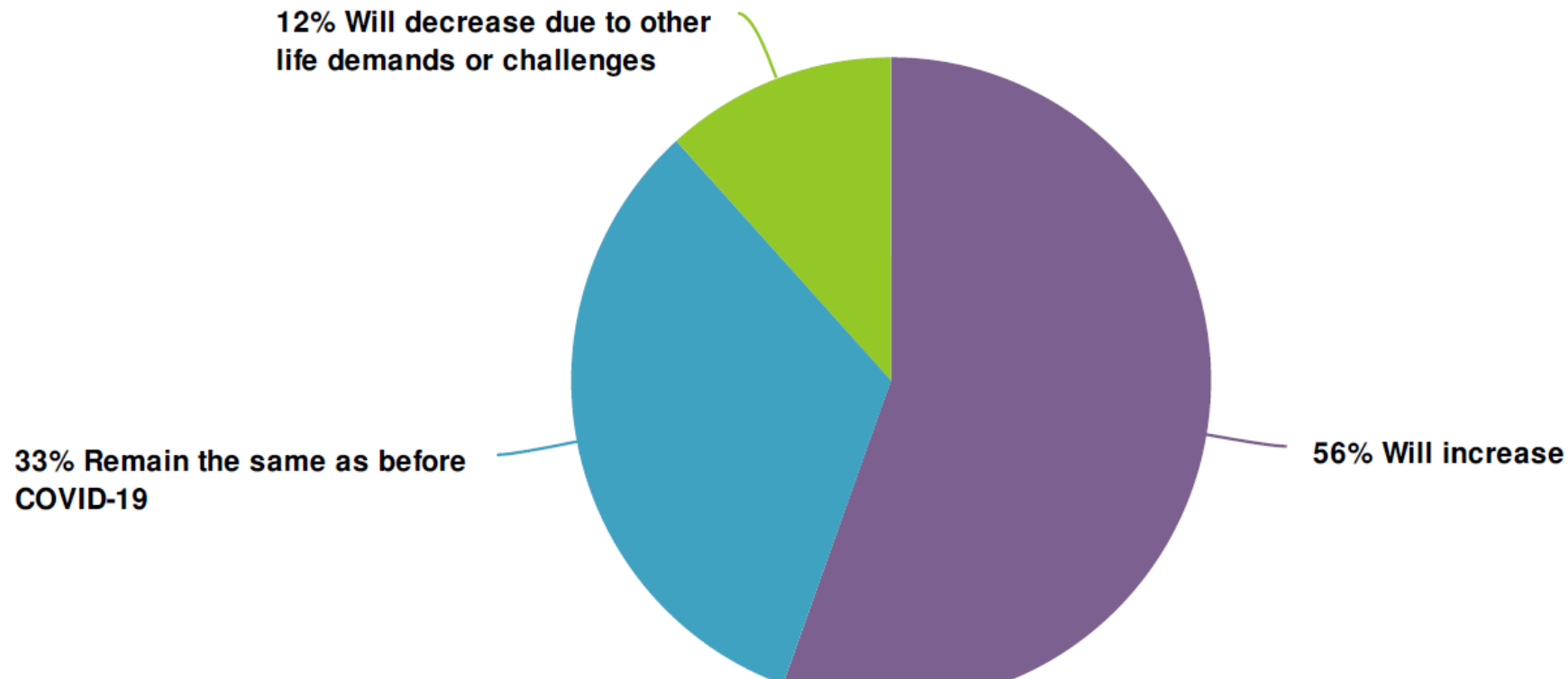


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No Surprise – Wellbeing is More of a Priority

11. When the majority of COVID-19 restrictions are lifted, do you think your focus on your wellbeing

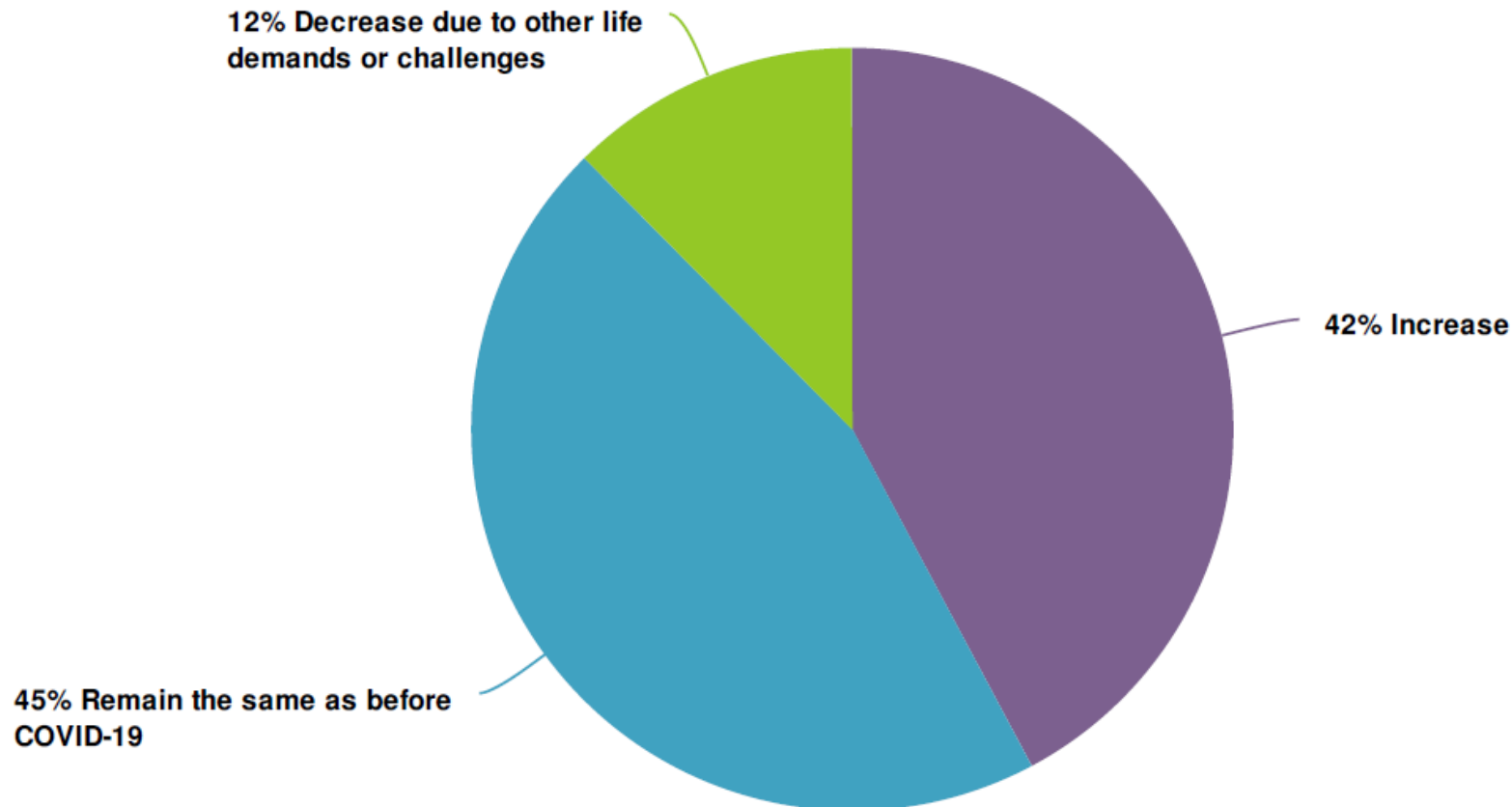


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Wellness Travel Intention Skyrockets

12. When COVID-19 travel restrictions are lifted and travel resumes, will your intention for wellness travel



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Travel Intention next 12 months

- 87% of respondents intend to take a holiday in the next 12 months when restrictions lift
- 76% said this will include a wellness component
- 13% primary wellness focus
- 63% secondary wellness focus



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Main Reason for Wellness Travel

POST COVID

Destress/Relax

Maintain my wellbeing

Improve my mental wellness

Reboot my wellbeing

Adventure

Focus on fitness



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Main reason for the wellness focus/component of your next leisure trip

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Top 5 Wellness Expectations on Next Trip

POST COVID

Connection to nature 72%

Fresh quality local food 45%

Outdoor activities 42%

Quality accommodation 34%

Spa 30%

NB - Sustainability/Eco focus 28%



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Pre COVID Insight Worth Noting

- 53% of respondents prepared to pay more for leisure accommodation that meets their wellness needs
- Nearly one-third are willing to spend more than 16% extra



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