

SINGAPORE  
CASE STUDY  
2023

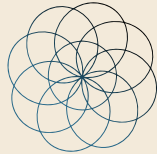
# WELLNESS SNAPSHOT

Global Wellness Institute (GWI) -  
Wellness Tourism Initiative

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## SINGAPORE

An Urban Wellness Destination

US\$254 million wellness tourism  
spend

US\$1,503 wellness tourism  
spend per person

US\$296 million spa spend  
(Ranked 35th globally)

Above data based on Global Wellness Institute's Geography of Wellness: Singapore 2020

Above data includes both inbound and domestic wellness tourism trips



Singapore is committed about creating an urban wellness haven for both locals and visitors to relax, rejuvenate and recharge.

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In 2021, the Singapore Tourism Board (STB) announced that wellness would become a key part of the city's visitor offering. In the same year, the Singapore Green Plan 2030 was launched, with the aim to advance the nation's agenda on sustainable development to achieve long-term net zero emissions by 2050. These actions combined with the country's recent Blue Zone status for the longevity and wellbeing of locals, are all building the destination's wellness positioning.

What makes Singapore unique is that it's a "City in Nature", integrating lush green spaces within its urban landscape and combining this with a diverse cultural heritage that embraces wellbeing.

"The vision of urban wellness for Singapore is holistic wellness, which encompasses the active pursuit for physical, emotional and mental health. Our goal is to be an urban wellness haven that caters to these growing consumer needs." – Ong Ling Lee (Executive Director, Sports and Wellness, STB)

Currently, the destination's main focus is on what the GWI describe as the secondary wellness traveller; holidaymakers and corporate travellers wanting to include a wellness component to their stay in Singapore. The intent for the longer term is to develop wellness experience anchors for locals and visitors to relax, rejuvenate and recharge.

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*"THE VISION OF URBAN WELLNESS FOR SINGAPORE IS HOLISTIC WELLNESS, WHICH ENCOMPASSES THE ACTIVE PURSUIT FOR PHYSICAL, EMOTIONAL AND MENTAL HEALTH. OUR GOAL IS TO BE AN URBAN WELLNESS HAVEN THAT CATERS TO THESE GROWING CONSUMER NEEDS."*

**ONG LING LEE (EXECUTIVE DIRECTOR, SPORTS AND WELLNESS, STB)**

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## KEY SUCCESSES

One of Singapore's successes is its innovative biophilic integration with its cityscape, allowing visitors to remain closely connected with nature throughout their stay. This begins from the moment visitors arrive in Singapore, with Jewel Changi Airport featuring the world's tallest indoor waterfall surrounded by more than 900 trees and palms, and 60,000 shrubs. Visitors can also experience offerings here with Minmed Wellness Collective, from spin cycling classes in front of the waterfall, to sound bath and barre sessions in Jewel's Indoor Canopy Park.

Gardens by the Bay is another notable biophilic attraction in Singapore, located in the city's Central Business District. The attraction's iconic Supertrees and conservatories attract millions of visitors annually and is located along a wider 300km long Park Connector Network (PCN). This PCN is an island-wide system of linear green corridors that links major parks and nature areas across Singapore, providing locals and tourists with recreational opportunities such as walking and cycling. Singapore has also been certified as a sustainable destination by the Global Sustainable Tourism Council's Destination Criteria, after being the first country to apply for this certification process on a national level.

Beyond urban planning, Singapore also launched its first nationwide effort to promote holistic wellbeing in 2022. The 10-day Wellness Festival Singapore was a whole-of-government initiative led by Singapore Tourism Board, in collaboration with Enterprise Singapore, Health Promotion Board, National Arts Council, Sentosa Development Corporation and Sport Singapore.

Besides generating interest and participation in wellness, the festival also provided a platform for industry players to test new concepts. One such example was a unique cross-sector collaboration between Tienji Academy and Mandarin Oriental Hotel Group, who offered a Taiji and Tea Appreciation session, in a restored heritage shophouse.

Following its success, Wellness Festival Singapore 2023 was extended to 3 weeks, running from June 17 – July 9. The festival featured over 180 island-wide activations across fitness, emotional and mental wellness, and lifestyle offerings.

# KEY LEARNINGS

Partnerships, industry engagements, and technological innovation have been an integral part of Singapore's approach to growing its brand in the wellness tourism sector.

This includes strong collaboration between the public and private sectors to support product development and enhance wellness experiences for both locals and visitors.

With Singapore offering a wide variety of health and fitness experiences alongside complementary health and alternative therapies, STB established a one-year partnership with ClassPass to increase the local and international discoverability of these experiences.

Innovation and supporting start-ups that can help grow Singapore's urban wellness ambition is another key learning. STB supported a partnership between Cultured Generation and JW Marriott that piloted a digital in-room wellness web-app that offered guests wellness products and goal assessments.



# KEY OPPORTUNITIES

Singapore will continue to capitalise on opportunities to reinforce its brand as an urban wellness haven. These include:

Raising awareness and advocacy among locals and visitors about the variety of available wellness offerings through the Wellness Festival Singapore.

Encouraging more cross-sector partnerships among industry players from the wellness and tourism sectors.

Working with tourism stakeholders to include wellness and sustainability as part of their offerings.

Anchoring wellness facilities with distinctive and compelling offerings to drive purpose of visit.



# OPERATOR EXCELLENCE



**Gardens by the Bay** - one of Asia's leading garden and premier horticultural destinations with more than 100 hectares of gardens, parklands, interactive exhibits and events in three distinct waterfront garden areas.

**Tienji Academy** - a community of wellness practitioners whose disciplines and modalities are rooted in fine heritage arts, culture, and philosophy

**COMO Group** – a global leader in integrated wellness and hospitality including **COMO Shambhala**, which combines science and ancient healing in all its offerings.

For more information contact  
[GWI Tourism Initiative](#)



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