

# THE WELLNESS TRAVELLER – UK – 2024

Wellness travel has great potential to help holidaymakers release stress and provide them with tools to better cope with uncertainty.



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# The Wellness Traveller - UK - 2024

## This report looks at the following areas:

- Participation and future interest in wellness holidays
- Interest in types of wellness holidays
- Consumers' reasons for taking a wellness holiday
- Desired booking methods for wellness holidays
- Perceptions of wellness holidays



Wellness travel has great potential to help holidaymakers release stress and provide them with tools to better cope with uncertainty.

## Overview

Wellness travel continues to show incredibly strong growth potential. Nevertheless, consumers' interest in health/wellness holidays is slightly lower than before the cost of living crisis as their expensive image has deterred some travellers. Providers must therefore demonstrate that wellness holidays do not have to be expensive, for example by promoting the benefits of spending time in nature, encouraging digital detox time, promoting lower-cost destinations or offering functional food and drink.

The COVID-19 pandemic has moved to the background and consumers are becoming more upbeat about their finances. However, uncertainty remains as a result of geopolitical tensions, climate change and the widespread adoption of AI. As such, wellness travel has great potential to help holidaymakers release stress and provide them with tools to better cope with uncertainty.

Potential wellness travellers show a strong interest in beach holidays, rural breaks and city trips when going on a wellness holiday. As such, wellness products and services will continue

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to be included as part of a mainstream holiday and not just holidays dedicated to wellness. Other opportunities include taking advantage of new technology to achieve greater personalisation, utilising services and features that improve guests' sleep quality, and supporting healthy ageing.

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# Report Content

## EXECUTIVE SUMMARY

### Opportunities for the wellness travel market

- Utilise new technology to provide greater personalisation
- Help guests to improve their sleep quality
- Make wellness travel accessible to all

### Market dynamics and outlook

- The five-year outlook for the wellness travel market
- Stress is a widespread issue, while internet addiction is a growing concern
- Growing group of elderly people offers opportunities for the wellness travel market to support healthy aging
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- Sustainability can help to set off a feel-good effect
- Consumers' financial wellbeing has continued to recover
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### Innovation and marketing

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- First SIRO fitness & recovery hotel to open in Dubai in February 2024
- Wellness and sustainability are integral to the design of the new Six Senses Svart hotel

## MARKET DYNAMICS

### Macro-economic factors

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- Consumers' financial wellbeing has continued to recover
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## WHAT CONSUMERS WANT AND WHY

### Participation and future interest in wellness holidays

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## SPECIALIST WELLNESS TRAVEL BRANDS

- Wellbeing Escapes
- Health and Fitness Travel
- Healing Holidays
- The Healthy Holiday Company

## INNOVATION AND MARKETING TRENDS

### Launch activity and innovation

- Hotels tap into demand for wellness experiences
- First SIRO fitness & recovery hotel to open in Dubai in February 2024
- Wellness and sustainability are integral to the design of the new Six Senses Svart hotel
- Aviation industry increases focus on passenger wellbeing
- Private jet company VistaJet introduced services that support passenger health before, during and after flying
- Saudi Arabia is developing smart city THE LINE
- Finland launched Find your Inner Finn competition for a four-day trip to Finland for a Masterclass of Happiness in June 2023

## APPENDIX

### Supplementary data

- Crossover in interest in holiday types

### Report scope and definitions

- Market definition
- Abbreviations and terms

### Methodology

- Consumer research methodology

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