Health and Wellness Holidays - UK - October 2009

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What is this report about?

This report examines the market for health and wellness holidays, investigating trends, consumer dynamics, key strengths and weaknesses, the innovations that are impacting on the marketplace and core market factors.

What have we found out?

- In the last three years 14.6 million adults have experienced some sort of health and wellness activity while on holiday.

- As would be expected, it is the use of spas and spa facilities at hotels which makes up most of this figure.

- A further 3.6 million adults have not yet tried health and wellness experiences as part of a holiday but would like to.

- Treatments are continuing to evolve; offers now include the use of 'healing energy', sound vibrations, courses on 'learning how to sleep' and even (alleged) preventative therapies for Alzheimer's!

- Unfortunately for operators almost 20 million adults say they are not interested in health and wellness holidays and nearly 13 million don't see the point of them because they "relax on holiday anyway".

- Getting medical treatment overseas remains a minority choice – but although less than a million adults went on such a trip in the last three years, over 3 million say they would consider it.

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