

The Wellness Traveller: Inc Impact of COVID-19 - UK - October 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on the wellness travel market.
- Motivations for taking a wellness holiday.
- Future opportunities in the wellness travel market.
- Company innovations in the wellness travel market.
- Interest and preferences for combining holidaying with working.

57% of UK adults would rather add health/wellness activities to a regular holiday than go on a holiday specifically for wellness. This illustrates the high potential for offering wellness add-ons to mainstream holidays, meaning brands from across the entire travel market can capitalise on growing demand.

Rural areas and outdoor activities will be favoured by those needing to de-stress and reconnect with the real world. By contrast, indoor activities, group holidays and escorted wellness tours will recover slower from the COVID-19 pandemic. Demand is expected to bounce back as the virus threat clears and the economy recovers.

The expensive image of wellness holidays poses a threat to this sector in the current economic uncertain climate, as more people show caution when making high value purchases.

However, the long-term outlook is promising. The increasing focus on mental health, which has been accelerated as a result of COVID-19, is expected to continue driving demand for wellness travel in the future. Critical levels of stress, excessive technology use and unprecedented time spent at home will all boost the appeal of holidays that specifically aim to improve mental or emotional wellbeing. This is paving the way for growth in many niche types of wellness holidays, such as retreats.



“Consumers’ need to de-stress and care for their mental wellbeing will be COVID-19’s key legacy driving the future of wellness travel.”

- Lauren Ryan, Leisure and Travel Analyst, 9 October 2020

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- **Expertise and financial protection can play into the benefit of package holiday providers**

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