



The Wellness Traveller - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the wellness travel market
- Participation and future interest in wellness holidays
- Consumer interest in types of wellness holidays and activities
- Motivations to take a wellness holiday
- Purchase drivers when choosing a wellness holiday destination
- Consumer preferences and attitudes towards wellness holidays

The travel industry has the opportunity to benefit from the high interest in making wellness part of the overall holiday experience. 79% of potential wellness travellers are keen to add a health or wellness activity to their regular holiday (ie city break or beach holiday), with beauty/spa treatments, physical activities and meditation being the most desired activities.

The pandemic has enlightened many consumers to the importance of improving their mental and physical health. Furthermore, connecting with nature has become a growing wellness trend since COVID-19 hit as consumers spend more time outdoors, while the desire to maintain new habits learned during the pandemic or to break free from unhealthy ones, such as extensive screen time, have led to increased consumer interest in wellness holidays.

Increased travel restrictions in response to Omicron and concerns about potential lockdowns during winter months pose a threat to the wellness holiday market. Many consumers will continue to adopt a wait-and-see attitude, while those open to booking wellness holidays or activities will prioritise those that can be easily rebooked or cancelled.

There is an opportunity for brands to create unique and enriching wellness experiences, something many travellers are willing to pay a premium for. We expect more brands to tap into this by creating signature experiences as well as places for total wellbeing, where travellers can enjoy both relaxing and physical activities.



“The travel industry has the opportunity to benefit immensely from the high interest in making wellness part of the overall holiday experience, with beauty/spa treatments, physical activities and meditation being in high demand.”

– Narmada Sarvanantha,
Leisure and Travel Analyst

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