

Wellness Travel - US - 2022

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This report looks at the following areas:

- The different segments of wellness travelers
- How current economic forces both feed into and hinder wellness travel
- How wellness strategies abroad can be imported to US destinations
- What travelers want to do on a wellness vacation
- How wellness vacations stack up against other forms of travel
- Attitudes about emerging wellness treatments

Wellness travel, and indeed the wellness industry as a whole, is enjoying strong demand, with 71% of consumers saying that they are interested in taking a vacation specifically to improve their wellbeing. This is likely in no small part due to the pandemic; not only are people eager to return to travel following restrictions and concerns of infection, but the pandemic has caused disruption and trauma that has Americans seeking to repair their physical, mental and emotional health.

Unfortunately, while the spirit is willing, the wallet may be weak. Wellness travel can be expensive, often the purview of luxury resorts, and inflation has cast a pall over travel intentions. Consumers that are on the cusp of affording wellness travel under normal circumstances may be priced out due to rising costs in nearly all other areas.

Also working against wellness vacations is the impression that wellness travel isn't necessarily compatible with other forms of travel. To consumers, taking a wellness vacation, or even doing a wellness activity on another type of trip, is an opportunity cost preventing them from doing something else.

Luckily, the appeal for wellness is very strong and will likely only continue to rise as the physical and mental fallout of the pandemic continues to be studied and understood. This will ensure the demand for wellness travel, and set an environment in which different aspects of wellness can more easily be applied to travel as a whole.



“Wellness travel benefits from being a part of two popular and in-demand industries: wellness and travel. Though the pandemic was hard on travel, it also shined a brighter light on wellness and laid the groundwork for travel brands to address consumers’ increasing interest in wellness via wellness travel.”

- Mike Gallinari, Travel & Leisure Analyst

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