

Beyond a Trend: Wellness Travel & the Work/Life Balance

Anne Marie Moebes
Well-Being Travel

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BEYOND A TREND:
*Wellness Travel &
the Work/Life Balance*

Medical Travel

Travel for the purpose of treatment, ailment or medical procedure.

Wellness Travel

To improve one's well-being while traveling.





MEXICO STEPS UP EFFORTS TO ATTRACT MEDICAL TOURISTS

by Ana Figueroa / April 10, 2014

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Hoteliers, hospitals and tourism boards in Mexico are uniting in a drive to attract medical tourists. The segment is already booming, thanks in part to a burgeoning public-private partnership that's raising the profile of medical travel.

Here's what agents should know.

Evolving niche

Mexico already welcomes more than 1 million medical tourists each year, according to the Mexico Tourism Board.

That's no surprise, considering Mexico's long history in medical travel. For decades, U.S. residents in southwestern states have sought inexpensive dental treatments and other services across the border.

But Mexico's medical tourism industry – and the travelers it attracts – have become much more sophisticated, due in large part to the growth of medical travel across the globe.

"This is a growing industry everywhere. Some years ago, Mexico realized it needed to step up the game," said Carlos Arceo, CEO of the Mexico Summit on Medical Tourism Business and president of the Mexico Council for the Medical Tourism Industry.



WELLNESS TRAVEL: IT'S NOT ONE SIZE FITS ALL

by Robin Amster / March 13, 2014

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Travel agents need to understand both the nature of wellness travel and the type of client it attracts in order to sell this increasingly popular style of travel, according to an expert in the field.

"The idea of wellness travel is just starting to be understood," said Linden Schaffer, founder and director of Pravassa Wellness Travel.

"Agents have to understand wellness, and that's tricky because it means something different for everyone," she said.

Multiple definitions

Like adventure travel, which can refer to "soft" or "hard" adventure and can encompass a variety of activities and experiences, wellness travel also encompasses a range of activities.

Wellness travel is an "umbrella" for different options, said Schaffer. "It can include culinary, eco and adventure activities."

However, Pravassa's five "tenets" for any wellness vacation are a constant, said Schaffer. They include physical activity, stress reduction, spiritual connectedness, food education, and cultural involvement.

When put together, "they make for a happier, healthier you," she said.



THAILAND'S MEDICAL TOURISM GROWING AT FAST CLIP

by Ana Figueroa / September 11, 2014

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Thailand's medical tourism industry continues to grow at an impressive rate. That's in large part due to its expanding network of medical facilities catering to international visitors.

It's also due to proactive marketing by tourism officials.

Industry observers predict that new trends will make medical travel to Thailand more attractive than ever. And agents are discovering a travel niche that's unique, diverse and filled with potential.

Impressive numbers

With an impressive 2.5 million medical tourists per year, Thailand is the world's top medical tourism destination.

And it has no intention of giving up the title.

On the contrary. A Euromonitor International report from November 2013 predicts "aggressive movement" in the medical tourism sector.

That's particularly true for key operators such as Bangkok's prestigious cadre of private hospitals. They offer international accreditation, multiple specialties and state-of-the-art facilities at significant savings over Western health care costs.

Wellness Travel

A **business** trip with wellness lifestyle components worked into the planning.

A **vacation**, planned with the intent to maintain, promote or kick-start a healthier lifestyle and enhance one's sense of well-being.

Wellness tourism encompasses two types of experiences...

- 1. A primary wellness trip that's an immersive experience focused solely on wellness and**
- 2. A secondary wellness trip that includes one or several wellness activities.**

Wellness Travel Objectives

1. Restorative time out/Turn OFF
2. Weight loss
3. Develop new relationship with food
4. Discover new ways to manage stress
5. To reconnect
6. To make other positive life changes

Top Wellness Vacation Must Haves

1. **Nature**
2. **Massages**
3. **Healthy food options**
4. **Physical activities**
5. **R & R**
6. **Peace & Quiet/Spiritual Connection**
7. **Learning component/Personal Growth**
8. **SPA/Beauty**

The typical wellness traveler is middle-aged, well-educated, well-off and comes from Western and industrialized countries.



The Facts are Hard to Ignore...

- **39% of the US Public Travels**
- **17 million are Wellness Minded Travelers**

EVEN HOTELS

Top 10 Wellness Destinations

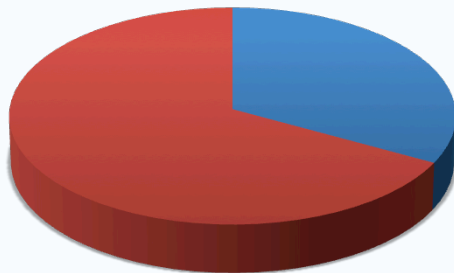
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| 1. Hawaii | 6. British Columbia |
| 2. Italy | 7. Australia |
| 3. Arizona | 8. New Zealand |
| 4. Bali | 9. Thailand |
| 5. Costa Rica | 10. California |

Travel to Wellness

Wellness Tourism: Near Half-Trillion Dollar Market

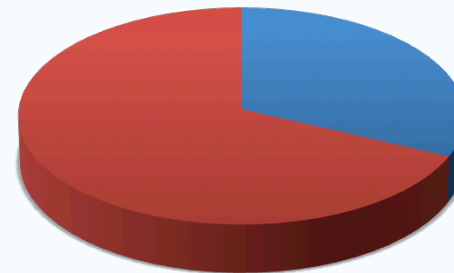
GLOBAL TOURISM
\$3.4 trillion

- International Inbound Tourism – 33%
 - Domestic Tourism – 67%
- 13% increase over 2012*



GLOBAL WELLNESS TOURISM
\$494 billion

- International Inbound Wellness Tourism – 32%
- Domestic Wellness Tourism – 68%



- **There were 586.5 million wellness trips taken worldwide in 2013, a 12% increase from 2012**
- **International wellness tourists spent \$1,639 per trip in 2013 – that’s 59% higher than the average international tourist spends**
- **Domestic wellness tourists spend \$688 per trip, 159% higher than the average domestic tourist spends**

Global Spa and Wellness Summit

- **The five top wellness tourism markets in 2013 were the U.S., Germany, France, Japan, and Austria**
- **There were 105,591 spas worldwide in 2013, a 47% hike from 2012**
- **There were nearly 27,000 thermal and mineral spring establishments worldwide in 2013**

Global Spa and Wellness Summit

The U.S., Germany, Japan, France and Austria account for more than half of outbound wellness tourism with 63% of global expenditures.



Global Spa and Wellness Summit



More than half of the projected growth in wellness tourism trips through 2017 will take place in Asia, Latin America and the Middle East/North Africa.



Greatest Need for Wellness Travel is product and services!

Some Examples:

- **Even Hotels —
Intercontinental**
- **Westin Wellness**
- **MSC Cruises**
- **MGM — Stay well rooms**



BOOMING WELLNESS TOURISM NOW A NEARLY \$495 BILLION INDUSTRY

by Robin Amster / October 02, 2014

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Wellness tourism is now a \$494 billion worldwide industry—and it's just one segment in a whopping \$3.4 trillion global wellness economy—according to new report from the Global Spa & Wellness Summit.

Conducted by SRI International, "The 2014 Global Wellness Economy Monitor" said wellness tourism's \$494 billion in revenues for 2013 represents an increase of nearly 13% over 2012, outpacing SRI's original growth forecast of 9%.

The report—the first in what will be an annual study—was released at a press briefing in New York that follows the 8th annual Global Spa & Wellness Summit (GSWS) held last month in Marrakech, Morocco. More than 400 industry leaders from 45 nations attended the summit to chart the future of the wellness industry.

Gaining momentum

Susie Ellis, GSWS chairman and CEO, said the wellness industry has gained tremendous momentum since 2007 when SRI conducted its first study in what was to become the "wellness" arena: "The Global Spa Economy."

Ellis said the word "spa" was eventually dropped because of its elitist connotation and also in response to the birth of the more all-encompassing concept of "wellness."

Constitutional Convention: Traveling Healthy at Well-Being Travel Symposium 2014

DESTINATION & TOURISM | RYAN RUDNANSKY | FEBRUARY 23, 2014



PHOTO: Paul Scialla, founder of Delos, talks to attendees at the Well-Being Travel Symposium. Delos worked on the wellness technology for the MGM Grand's "Stay Well" rooms. (Photo by Ryan Rudnansky)

In the early 1900s, a man by the name of Roy Martin stepped off a train in a dusty desert town.

His plan was to stroll around the town's streets until another train arrived at night.

While he was walking around, he encountered a doctor who offered to sell his entire practice, including equipment, for \$10.

Martin didn't have the money, so he improvised. He found the town's fastest runner and challenged him to a footrace for \$10.

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A New Era: Tiered

Come for the Seven-Star Hotel, Stay for a Nose Job

By David Weiner Sep 24, 2014 4:01 PM ET 3 Comments Email Print



Source: AACSH via Bloomberg

An orthopedic bed stands in a private suite for patients at the American Academy of Cosmetic Surgery Hospital (AACSH) at Dubai Healthcare City in Dubai.

Most tourists flock to Dubai for its man-made islands and the **world's tallest building**. Marina Ivanova went to the desert city for liposuction.

The Moscow resident had looked for a place that would suit both her medical and vacation needs. While access to top-notch surgeons was key, just as important were the golf courses and spa centers during her monthlong getaway.

"I had always wanted to come spend some time in Dubai, so I thought, 'Why not combine the trip?'" said Ivanova, who works in the logistics department of a glass manufacturing company. "I heard that cosmetic surgeries here are quite well-known."

Already one of world's ten most visited cities, Dubai is counting on more people like Ivanova to mix their holidays with high-end treatments for a luxurious form of medical tourism, rivaling Thailand and India. Now, it's trying to attract 500,000 such visitors, adding 2.6 billion dirhams (\$708 million) to its economy by 2020, according to a Dubai Health Authority plan announced this year.

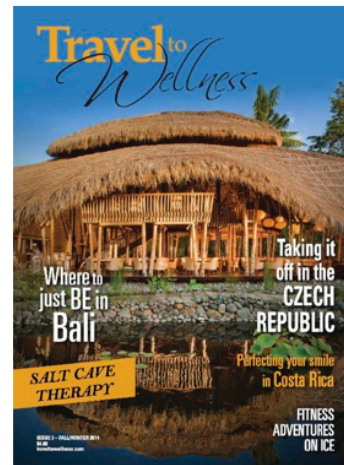
Travel to Wellness

We're delighted to share our [Fall/Winter Issue](#) with you.

Since this is the season of gratitude, we want to take a moment to express our thanks to all who have helped make this issue possible: our partners at Travelweek, our editorial team, graphic designer, distributors, our supportive advertisers and, YOU, our readers. Without all of you, there would be no Travel to Wellness Magazine.

So, take a break, pour yourself a cup of tea, relax and enjoy.

Anne



NEW WEB SITE STORIES

Find Yourself in Silence

Looking for more than just a little peace and quiet on your next wellness vacation? Find yourself in silence at [one of these five retreats](#).

Certified Organic

Creators of a skin care line that has just recently come to our attention, [Laurel Whole Plant Organics](#) is a California grown company backed by a promise that every single plant used in the line is 100% certified organic or certified biodynamic. A Wellness Lifestyle encompasses wellness for the planet.

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Well-Being a state characterized by health, happiness and prosperity

Travel to go from one place to another; journey

Well-Being Travel ... is a travel organization whose mission is to educate travel professionals, consumers and travel suppliers in the growing trend of both wellness travel and medical travel.

Wellness Travel is the desire to promote, maintain and improve one's health and well-being while on vacation or traveling for business.

Medical Travel is when a consumer travels away from home either domestically or out of the country to receive medical, dental or cosmetic procedures. With changes in today's healthcare, consumers are looking for quality care at lower costs, and it is important that they are educated and know their options.

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UPCOMING EVENTS



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Anne Marie Moebes
amoebes@well-beingtravel.com