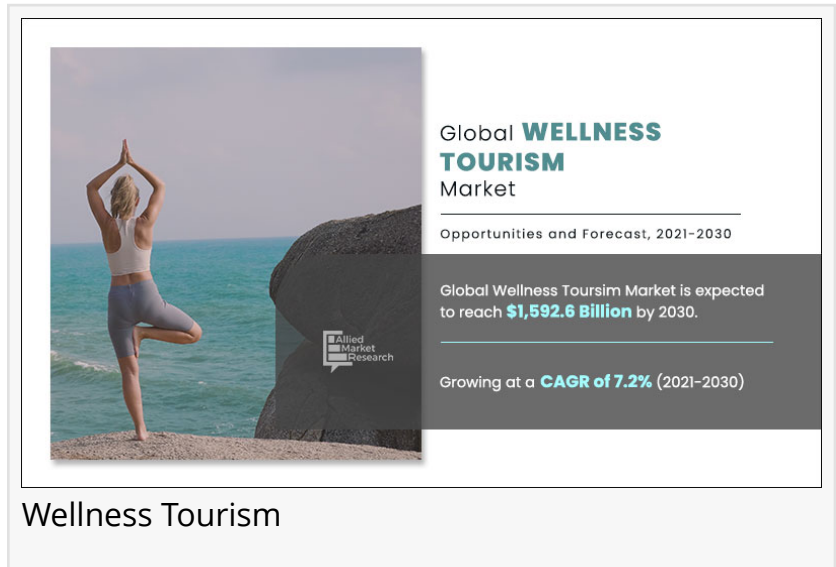


Wellness Tourism Market to Achieve \$1,592.6 Bn by 2030 | North America & Europe Emerge as the Fastest Growing Regions

The primary segment witness an exponential growth rate of 8.7% during the forecast period

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, February 6, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, [Wellness Tourism Market](#) by Service Type, Location, Travelers Type: Global Opportunity Analysis and Industry Forecast, 2021–2030". The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



For more information, please visit: <https://www.alliedmarketresearch.com/request-sample/3253>

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The lodging segment held the highest share, accounting for 20.6% of the global wellness tourism industry in 2020.”

Roshan Deshmukh

The Ministry of Tourism has taken many measures to market India as a destination for medical and wellness tourism. The Ministry has established a National Medical and Wellness Tourism Board, with the Minister (Tourism) as its Chairman, to further the cause of promoting medical tourism, wellness tourism, and Ayurveda tourism.

The wellness tourism market is fueled by several factors, including the expanding global middle class, a growing consumer inclination towards adopting healthier lifestyles, a surge in interest in experiential travel, and the increasing affordability of flights and travel options. Europe remains the primary destination for a significant number of wellness trips, while North America leads in expenditure on wellness tourism. The Asia-Pacific region has experienced notable growth in both

the number of wellness trips taken and expenditure on wellness tourism, driven by robust economies and an expanding middle class.

Both the tourism industry and the overall wellness economy are projected to outpace the growth rate of the global economy. Wellness tourism occupies a crucial intersection between these two sectors, offering significant opportunities for various stakeholders, including the hospitality industry, wellness businesses, and the residents and governments of destination countries and regions, to reap substantial benefits from this burgeoning market.

Traveling to preserve or improve one's health is known as Wellness tourism. It is driven by a desire to live a healthy lifestyle, avoid sickness, reduce stress, control distressing lifestyle behaviors, and/or have authentic experiences will stop consumers may reclaim travel as a source of leisure, renewal, exploration, joy, and self actualization by working with the wellness sector. Wellness tourism, which encompasses the promotion of health and personal well-being via different physical, psychological, and spiritual activities, is a result of this shift in preference. It also covers transportation, housing, food and beverage, shopping, and other services food.

A draft for the national strategy and roadmap for medical and wellness tourism has been developed by the Ministry of Tourism for the proper functioning of the wellness tourism sector. The Ministry of Tourism has requested feedback/comments/suggestions on the draft national strategy and road map from designated Central Ministries, all State Governments/UT Administrations, and industry players to make the document more comprehensive. On the other hand, the global Wellness institute launched a Wellness tourism initiative to raise awareness, knowledge, and possibilities in one of the fastest growing areas of global tourism.

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With the rise of wellness tourism, Ayurveda institutes, hostel, and hospitality chains such as Airbnb, wellness centers/resorts, have experienced an increase in appointments and requests. According to internet booking portals, daily reservations at wellness resorts and institutes have increased by 1000 percent. As indicated by Airbnb, there has been an expanding interest in rural destinations. With the expanded speed of immunization, individuals are willing to embrace their usual travel. Yet, the majority of tourists are probably going to hit the homegrown and provincial places of interest.

In the U.S., the travel industry is by all accounts confined inside homegrown limits. Explorers in the U.S. like to visit outlandish areas inside the U.S. and have no plans for the global travel industry. The interest for urban communities and rural regions such as mountains, lakes, and beachfront destinations is on the ascent in the U.S. due to the rising travel costs in well-known traveling destinations.

Tavistock Development Company announced an intention to build innovative wellness,

performance, and medically integrated exercise center in Lake Nona, Orlando. The medical integrated exercise center will be built in collaboration with Signet LLC and its subsidiary Integrated Wellness Partners (IWP). The new wellness campus is anticipated to be one of the largest in the country, with a wide range of health and wellness offerings. The new wellness campus is to be one of the most extensive in the regions, giving a wide scope of wellbeing, health benefit programs, and administrations for the entire community.

Wellness tourism is a growing industry that offers a variety of experiences and services for travelers seeking relaxation, rejuvenation, and self-improvement.

Global interest in wellness and holistic health practices is increasing. People are increasingly seeking travel experiences that offer opportunities for relaxation, rejuvenation, and self-improvement.

The wellness tourism industry encompasses a wide range of experiences, including spa retreats, yoga and meditation retreats, detox programs, fitness and adventure retreats, and eco-friendly getaways. This diversity allows for catering to various preferences and needs of travelers.

Traditional wellness tourism destinations like Bali, Thailand, and Costa Rica continue to be popular, but there's also a rise in wellness offerings in non-traditional destinations. Many countries are capitalizing on their natural landscapes, cultural heritage, and indigenous wellness practices to attract wellness travelers.

Technology is playing an increasing role in the wellness tourism industry, with the rise of wellness apps, online booking platforms, virtual reality experiences, and wearable devices that track health metrics during travel.

More companies are recognizing the importance of employee well-being and are investing in corporate wellness travel programs. These programs often include team-building activities, stress-relief workshops, and wellness retreats to boost employee morale and productivity.

There's a growing intersection between wellness tourism and medical tourism, with travelers combining medical treatments with wellness experiences. This includes wellness-focused recovery programs after medical procedures, as well as destinations offering both medical services and wellness amenities.

For more information, visit: <https://www.alliedmarketresearch.com/purchase-enquiry/3253>

Wellness tourism is a growing industry that offers a variety of experiences and services for travelers seeking relaxation, rejuvenation, and self-improvement.

- Canyon Ranch
- Four Seasons Hotels Ltd.
- Hilton Worldwide Holdings Inc.
- Hyatt Hotels Corporation
- Marriott International Inc.
- Omni Hotels & Resorts
- PRAVASSA
- Radisson Hospitality Inc.
- Rancho La Puerta Inc.

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- The report provides quantitative analysis of the current wellness tourism market trends, estimations, and dynamics of the market size from 2020 to 2030 to identify the prevailing wellness tourism market opportunity.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis and the market size & segmentation assist to determine the market potential.
- The major countries in each region are mapped according to their revenue contribution to the market.
- The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the wellness tourism market.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Classify potential new clients or partners in the target demographic.
- Develop tactical initiatives by understanding the focus areas of leading companies.
- Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.
- Develop and design in-licensing and out-licensing strategies by identifying prospective partners with the most attractive projects to enhance and expand business potential and Scope.
- Report will be updated with the latest data and delivered to you within 2-4 working days of order.
- Suitable for supporting your internal and external presentations with reliable high-quality data and analysis.
- Create regional and country strategies on the basis of local data and analysis.

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□ [Community Based Tourism Market](#) Opportunity Analysis and Industry Forecast, 2023-2032

□ [Traditional Travel Agency Market](#) Opportunity Analysis and Industry Forecast, 2023-2032

□ Leisure Travel Market is projected to reach \$1,737.3 billion by 2027

<https://www.alliedmarketresearch.com/leisure-travel-market>

□ Ecotourism Market Revenue To Register Robust Growth Rate During 2027

<https://www.alliedmarketresearch.com/eco-tourism-market-A06364>

□ Driving Vacation Market is projected to reach \$513.3 billion by 2031

<https://www.alliedmarketresearch.com/driving-vacation-market-A17517>

□ Travel Risk Management Services Market is projected to reach \$223.62 billion by 2031

<https://www.alliedmarketresearch.com/travel-risk-management-services-market-A06585>

□ Virtual Tour Market is projected to reach \$6.5 billion by 2030

<https://www.alliedmarketresearch.com/virtual-tour-market-A15786>

□ Sustainable Tourism Market Current Trends and Growth Drivers, Key Industry Players

<https://www.alliedmarketresearch.com/sustainable-tourism-market-A06549>

□ Diving Tourism Market Opportunity Analysis and Industry Forecast, 2023-2032

<https://www.alliedmarketresearch.com/diving-tourism-market-A159086>

David Correa

Allied Market Research

+1 800-792-5285

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