

Where Americans Are Going for Wellness Retreats – 2025 New Report Released

From Arizona to Thailand: The Top Global Destinations for the Fast-Growing U.S. Wellness Travel Market

NEW YORK, NY, UNITED STATES, June 3, 2025 /EINPresswire.com/ -- Americans are traveling not just for adventure, but for transformation. In its newly released report, “Where Americans Are Going for Wellness Retreats – 2025,” [Wellness Retreats Thailand](#) reveals the most searched destinations for wellness travel, with fresh insights into what drives U.S. travelers to yoga retreats, longevity clinics, and tropical spa getaways.



Wellness Retreat

Wellness travel is now a \$300 billion+ segment in the U.S., and it's only accelerating. From DNA-driven anti-aging programs to forest bathing in Costa Rica, Americans are pursuing vacations that restore mind, body, and soul. The new report analyzes 12 months of Google search data and industry trends to uncover where—and why—Americans are planning their next wellness escapes.

□ Top 10 Most Searched Wellness Retreat Destinations by Americans (2024–2025)

Based on average monthly U.S. search volume for wellness-related keywords:

Arizona – 10,200

Costa Rica – 5,700

California – 4,500

U.S. (General) – 4,200

Mexico – 3,200

Florida – 2,600

Thailand – 2,070

Bali – 1,690

Texas – 1,210

New York – 1,070

□ The Rise of “Healthspan” Travel

According to the report, over 50% of Americans now prioritize travel that enhances their lifespan and well-being. This “healthspan” mindset is driving demand for retreats offering longevity diagnostics, IV therapy, and even psychedelic mental wellness programs.

“Americans are treating travel as medicine,” said a Julianne Kim from [Wellness Retreats Thailand](#). “Destinations that offer both healing and hospitality are winning.”

□ Thailand: Asia’s Wellness Retreat Powerhouse

Ranked 7th in U.S. search volume, Thailand remains the crown jewel of wellness travel in Asia. Why?

Affordability Meets Luxury: High-end retreats in Thailand cost half the price of their U.S. equivalents.

Diverse Offerings: From beachfront detox programs to Buddhist meditation monasteries.

Medical Wellness Edge: Integrated resorts like RAKxa offer holistic and clinical therapies, including anti-aging diagnostics and physiotherapy.

Cultural Healing: Traditional Thai massage, herbal therapies, and spiritual practices remain foundational.

“The White Lotus effect is real,” the report notes, referencing the hit TV series’ role in spotlighting Thailand’s retreat culture.

□ Other Wellness Hotspots Gaining Ground

Costa Rica (Rank #2): A nature lover's paradise for eco-wellness, featuring rainforest hikes, hot springs, and "pura vida" lifestyle retreats.

Mexico (Rank #5): From Tulum's jungle yoga sanctuaries to Baja's heritage spas, Mexico combines affordability with cultural depth.

Bali (Rank #8): A magnet for spiritual seekers, offering sound healing, plant-based cuisine, and sacred water temple rituals in Ubud.

□□ Domestic Demand Still Booming

While global destinations rise, the U.S. still leads the world in overall wellness spending. Arizona, California, Florida, and New York are seeing steady growth in wellness-driven domestic tourism.

Arizona (#1) in particular has become a wellness icon thanks to Sedona's spiritual energy and luxury desert resorts like Canyon Ranch and Miraval.

□ 2025 Wellness Travel Trends to Watch

Solo Retreats on the Rise: 60% of guests at Thai retreat Kamalaya come alone, seeking self-renewal.

Medical Meets Leisure: Americans are combining checkups with vacations—especially in Thailand and Mexico.

Spiritual Escapes: Vipassana meditation, shamanic healing, and yoga teacher trainings are exploding in popularity.

Nature as Therapy: From shinrin-yoku in Costa Rica to island hikes in Koh Phangan, nature is the new wellness clinic.

□ Why This Matters

As the Global Wellness Institute forecasts the global wellness tourism market to reach \$1.3 trillion by 2028, this report offers an early glimpse into the consumer behavior shaping that future.

The full report, including detailed destination guides and retreat examples, is available [here](#).

John Fajardo

Wellness Retreats Thailand

[email us here](#)

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