Wellness Tourism Market By Segments, Key Leaders, Industry Demand And Forecast 2030

Wellness Tourism Market (2021-2030) Size, Share, Competitive Landscape and Trend Analysis Report, by Service Type, Location, Travelers Type and by Region.

Wellness Tourism

WILMINGTON, DE, UNITED STATES, June 17, 2026 /EINPresswire.com/ -- Wellness tourism market size was generated $801.6 billion in 2020, and is estimated to reach $1,592.6 billion by 2030, witnessing a CAGR of 7.2% from 2021 to 2030.

The Wellness Tourism market is expected to witness significant growth due to rise in interest of travelers to interact with culture, nature, and local people, growing inclination of people toward unique and exotic holiday experiences, and high penetration of internet.

Rise in interest of travelers to know the culture and interact with the local people, inclination toward unique and exotic holiday experiences, and surge in trend of online bookings drive the growth of the global wellness tourism market. Increase in telemedicine, at-home fitness, and digital therapy activities led to the growth of the wellness tourism market worldwide during the Covid-19 pandemic.

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Rise in interest of travelers to know the culture and interact with the local people, inclination toward unique and exotic holiday experiences, and surge in trend of online bookings drive the growth of the global wellness tourism market. However, variations in socio-economic conditions hinder the market growth. On the other hand, emergence of new destinations and massive investments for building a better infrastructure create new opportunities in the coming years.

Wellness travelers spend more per trip than the average tourist, and this holds true for both domestic and international travelers. In 2019, international wellness tourists on average spent

$1,558 per trip, 54% more than the typical international tourist. The premium for domestic wellness tourists is even higher at $615 per trip and 183% more than the typical domestic tourist. This is attributed to the fact that wellness travelers are typically more affluent, educated, and well-traveled and they tend to be early adopters who will try out new and novel experiences.

Wellness tourism can be generated by wellness, especially in destinations where local cultural traditions offer wellness such as meditation, healthy cuisine, a variety of local employment, and entrepreneurial opportunities. Wellness tourism can occur in both urban and rural environments from city neighborhoods to remote game parks. For some destinations, such as India, visitor spending can generate income and employment for local communities as well as help to preserve local wellness traditions such as Ayurvedic medicine.

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Wellness tourism is growing exponentially worldwide, as travelers prefer to visit previously undiscovered destinations. Moreover, increase in government initiatives in the form of public and private partnership to promote tourism has led to wellness tourism market growth. However, varying socio-economic conditions and unpredictable weather conditions hinder the wellness tourism market demand. Irrespective of challenges, increase in social media wellness tourism market trend has created a huge opportunity for the wellness tourism market, as Facebook has become the most preferred social network among travelers to share experiences.

The wellness tourism market is segmented on the basis of service type, location, travelers type, and region. In 2020, the lodging segment held around 20.6% share of the global wellness tourism market. It is expected to continue its leading market position during the forecast period, owing to the increased interest of people to explore new and exciting experiences while traveling.

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Based on region, North America contributed to the highest share in 2020, accounting for nearly two-fifths of the total share, and is expected to continue its leadership status by 2030. However, the Asia-Pacific region is projected to manifest the largest CAGR of 8.5% during the forecast period.

Leading players of the global wellness tourism industry analyzed in the research include Accor S.A, Four Seasons Hotels Ltd., Canyon Ranch, Hyatt Hotels Corporation, Hilton Worldwide Holdings Inc., Omni Hotels & Resorts, Marriott International, Inc., Radisson Hospitality, Inc., PRAVASSA, and Rancho La Puerta Inc.

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