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TURNING LOOKERS INTO BOOKERS



HOW POPULAR ARE WELLNESS EXPERIENCES POST PANDEMIC?

With the growth of wellness experiences,
what do consumers want?





Chris Torres
Founder & Director

What do consumers really want?

There has been a lot of talk about the explosion of wellness experiences since the pandemic took its grip on the world; we wanted to explore the extent of this influx while asking some more nuanced questions.

Working with a few operators within my agency who focus on wellness experiences, we have seen an upward trend since the doors to travel have opened up again (at least for some countries and areas). Wellness experiences were already on an upward trajectory pre-pandemic but with mental health being such a hot topic right now, more and more consumers are seeking activities that not only entertain and delight but also improve their mental state as well.

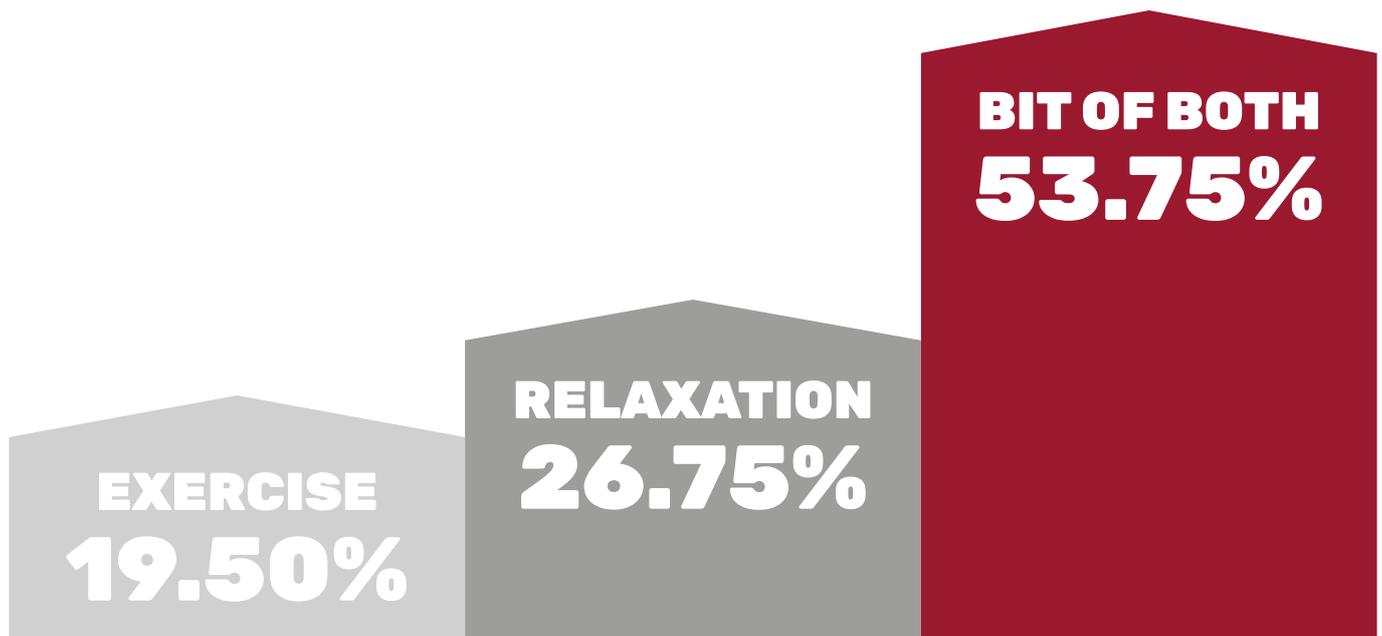
I conducted a survey asking US consumers if they would consider a wellness type experience as well as asking if they took part in this type of activity pre and post pandemic. The people surveyed were all employed, educated individuals with a household income between USD\$75k-\$150k+, making them the ideal demographic for some form of wellness experience.

Be it yoga, a spa retreat, forest bathing, or tarot... what do consumers seek out when considering a wellness experience? Do they mostly travel with friends, family, or solo? Do they prefer to travel for a wellness experience or to take part within the comfort of their own home or within vacation accommodation?

Our survey asks all these questions and more.

When considering a Wellness experience do you prefer?

We first wanted to determine what type of wellness experience the consumers would prefer.

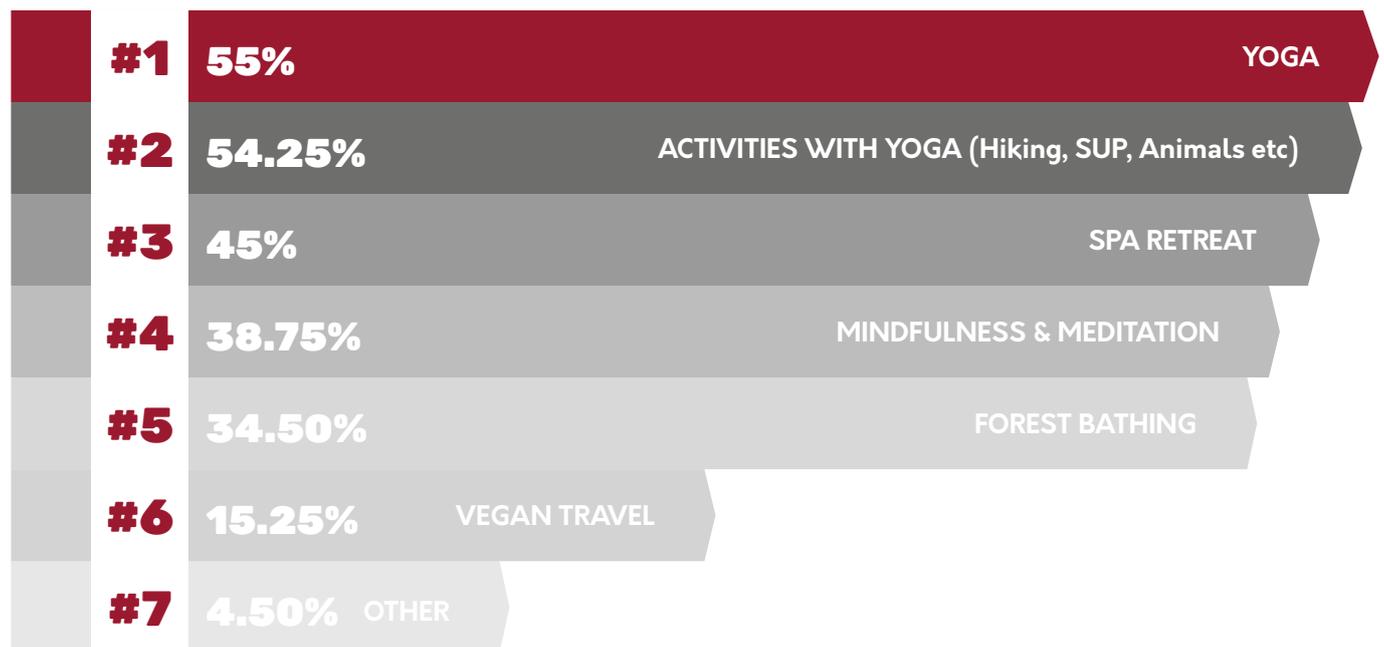


We were not surprised that 53.75% of those surveyed would want a combination of relaxation and exercise. However, we expected exercise experiences on their own to be higher than indicated, especially given that yoga is a big part of this type of experience. This data highlights that a large portion of people consider yoga to be a relaxing activity as opposed to a form of exercise. This is an important distinction when considering how you may market this type of product.

Survey of 400 consumers across the US aged between 25-54+, household income of USD\$75k-USD\$150k+.

Choose up to 3 things Wellness experiences appeal to you the most?

With this question, we wanted to discover which types of activities within wellness are most appealing.

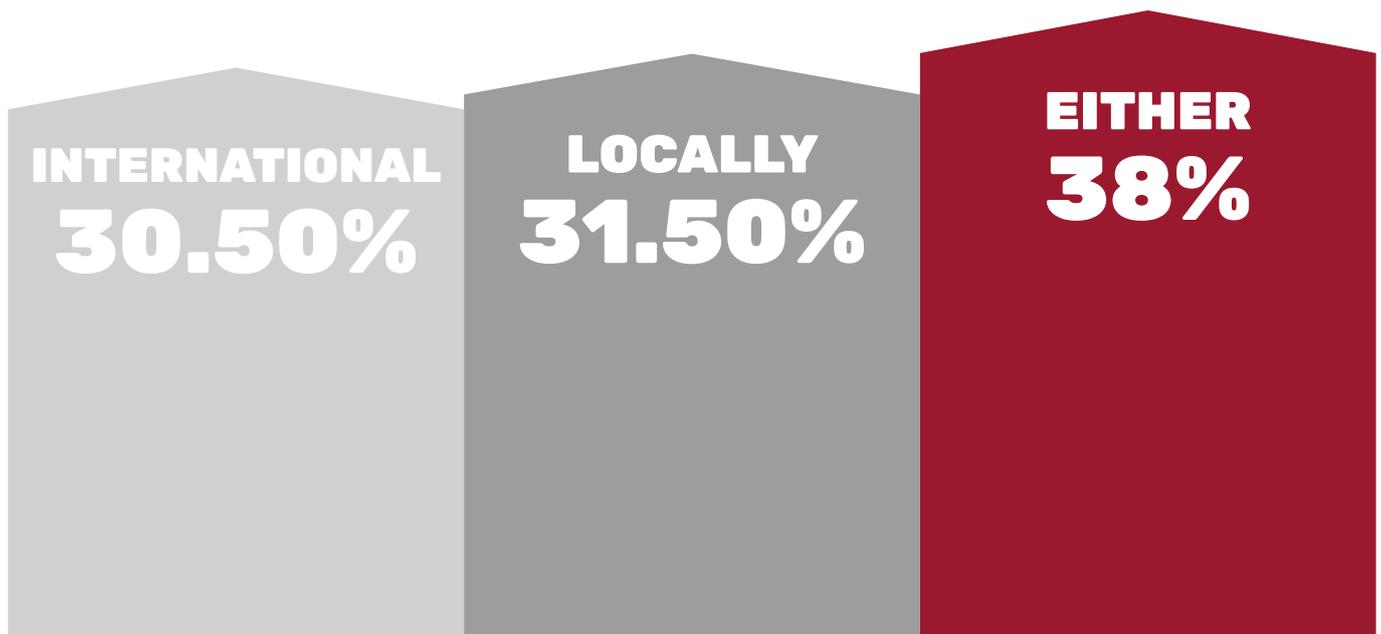


As expected, yoga was the most appealing, with yoga combined with another activity like stand-up paddle boarding and hiking also a close second. Although forest bathing is becoming more and more popular, it was still higher than we had anticipated. This was also the same for vegan travel, with a respectable 15.25% of those surveyed looking for this type of experience. Those who selected ‘other’ added horseback riding and biking to the mix.

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How would you prefer to travel for a Wellness experience?

How are consumers prepared to travel for a Wellness experience?

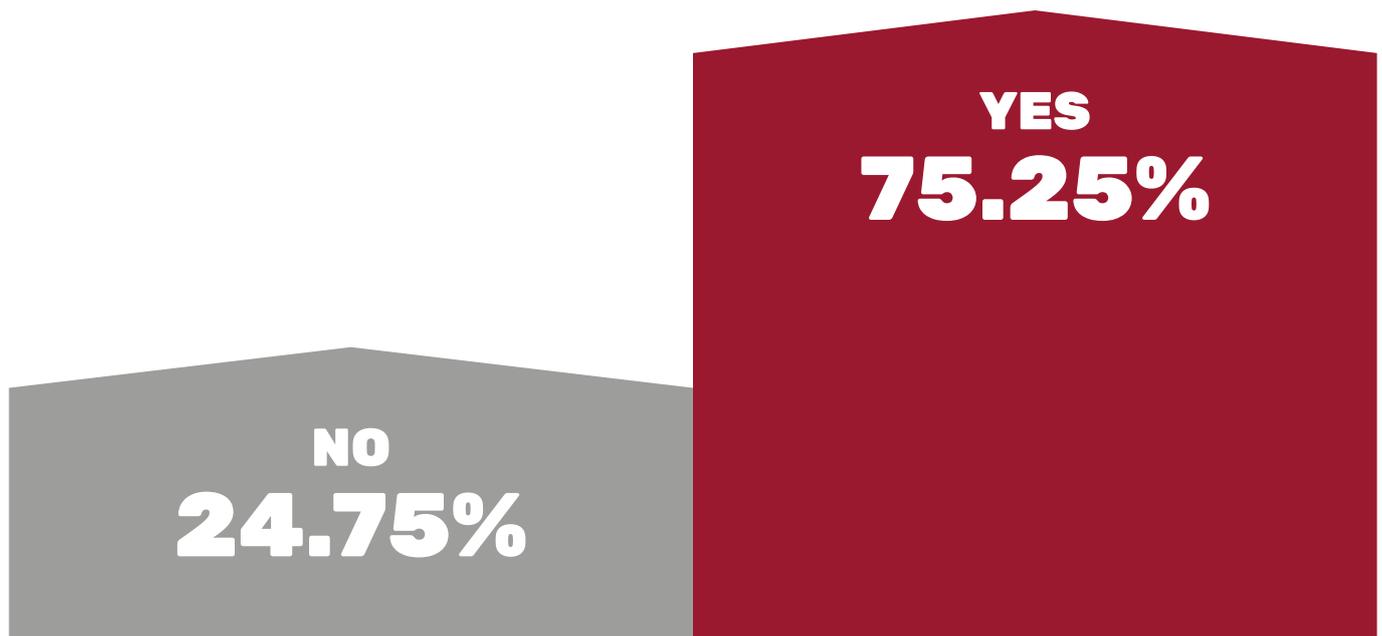


It was pretty evenly split between the answers given. 38% would be happy to travel either internationally or locally for this type of activity, with 31.50% saying they would prefer a local experience and 30.50% preferring to travel internationally. This highlights a possible need to promote both aspects evenly on your website and in your marketing efforts.

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Before covid, did you look for Wellness experiences when travelling?

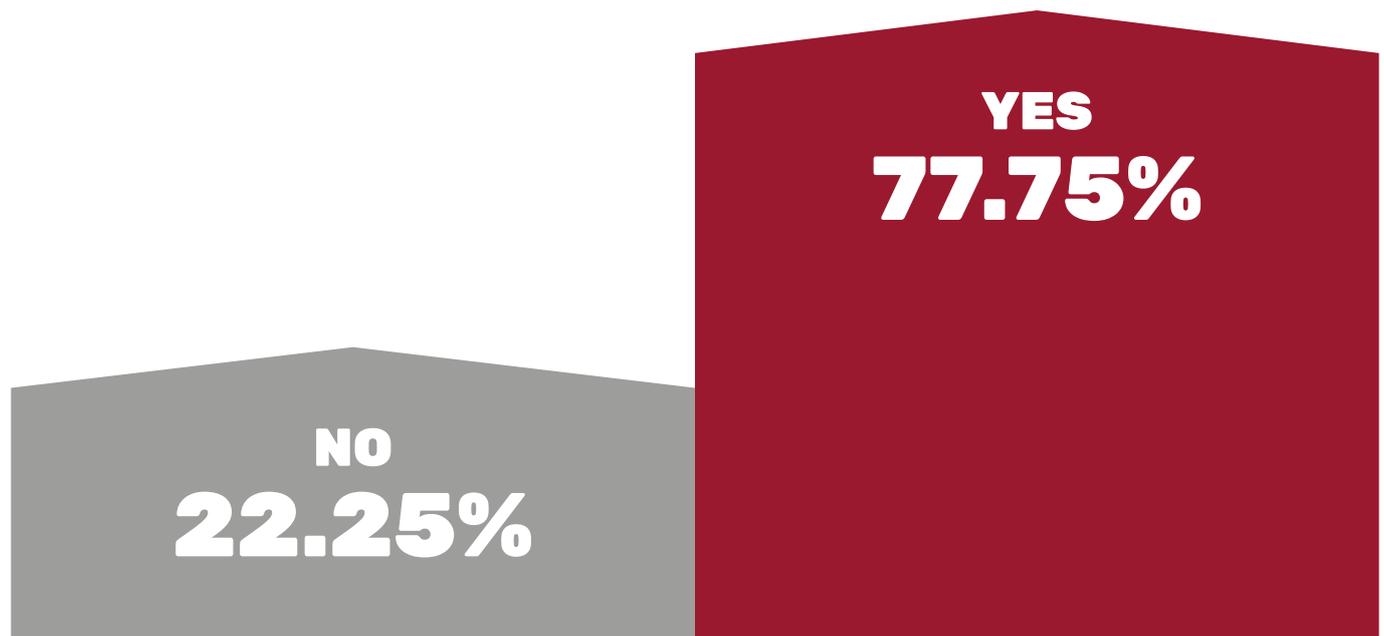
With the next two questions we wanted to see if the pandemic increased the need for a Wellness experience. The following question was focused on pre-pandemic.



Over 75% said they sought out Wellness experiences before the pandemic with nearly 25% saying they did not have this at the top of their minds. This is higher than expected but clearly shows a ‘need’ for this type of activity in the minds of those surveyed.

Are Wellness experiences more appealing now because of covid?

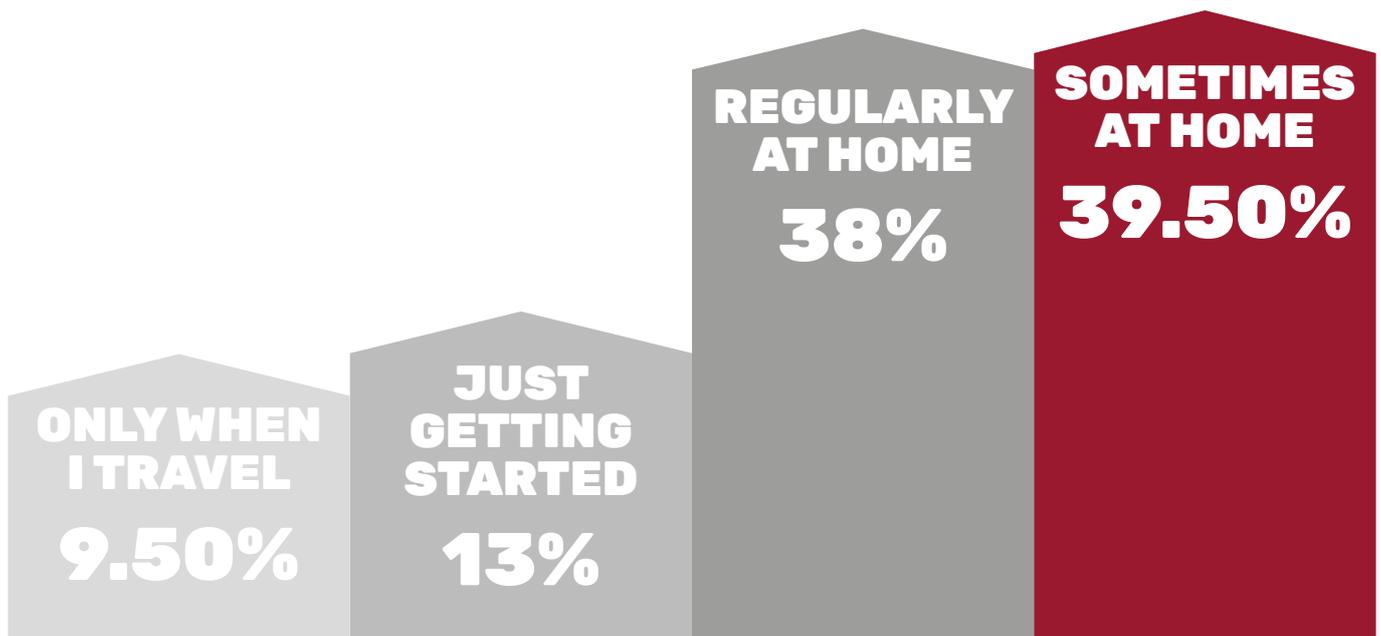
We asked the same question as previous but asking how they now felt post-pandemic.



This was very surprising as we expected a much larger shift towards yes, but there is an increase of 2.15% none the less. With how we have all been affected with the pandemic and how this has affected our mental well-being, we did expect a bigger increase here. We suspect this will increase in the years to come, and that it will at least not decrease any time soon.

Do you engage in Wellness experiences at home or only when you travel?

This was an important question to ask as it helps determine if those surveyed conduct Wellness experiences at home or only when they travel.



It is clear from the results above that most of those surveyed conduct Wellness Experiences at home; this is a massive opportunity for Wellness providers to start offering either virtual or live events that can be streamed at someone's home or accommodation. Nearly 10% only participate in a Wellness Experiences when they travel and, despite a lower-than-expected increase in Wellness Experiences post-pandemic, 13% have just started, so we expect some of this demographic are not comfortable to travel at the moment.

Survey of 400 consumers across the US aged between 25-54+, household income of USD\$75k-USD\$150k+.

What style of travel appeals to you most?

With this question, we wanted to find out if the consumer prefers to have no plans or to have everything organised for them when they travel.

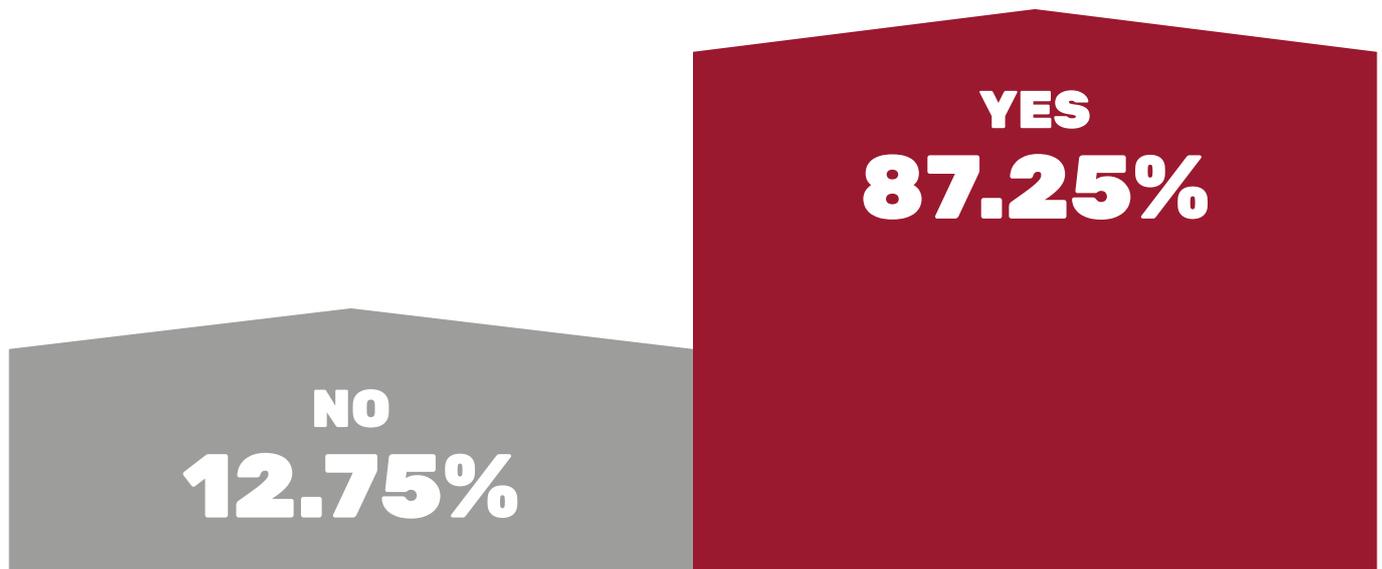


A whopping 60% would prefer an all-inclusive package when travelling. This is key in their planning and decision making, and it highlights that anyone in this space should look to combine experiences and accommodation into complete packages. Nearly 30% prefer to do it themselves which still suggests that you should offer individual experiences as well. 11% prefer to wing it when they arrive at a destination.

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Would Wellness experiences around improving mental health appeal to you more now than pre-covid?

Has the pandemic increased consumer awareness on how to improve their mental health and, if so, should Wellness Experiences mention this in their marketing?

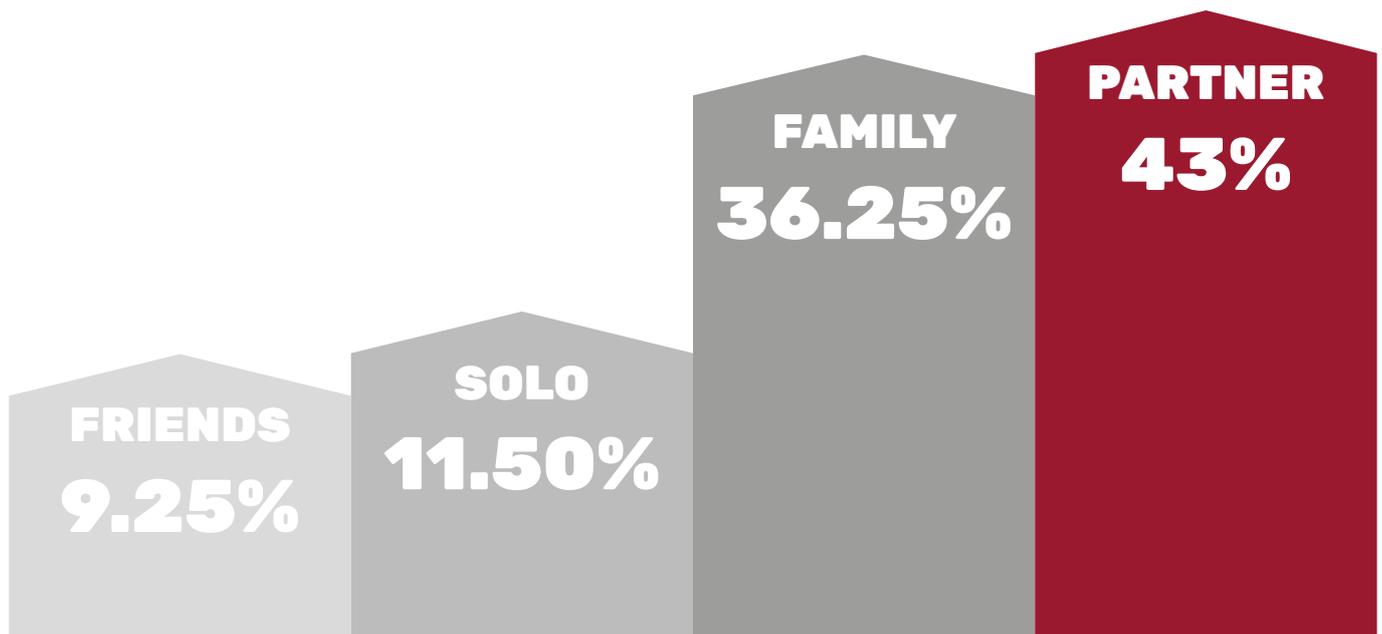


It is clear to see that mental health is now an important factor when considering a Wellness Experience, meaning that this topic should not be shied away from within the content of a product or within your marketing. It is too important to ignore mental health, so we advise considering how you can better incorporate this into your products and into your marketing.

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When considering Wellness experiences, would you normally travel with...

Who do those surveyed prefer to travel along side with for a Wellness experience?



This was one that surprised us the most. Travelling with friends for a Wellness Experience was only above 9%. Many Wellness Experiences focus on travelling with friends but with the results above, travelling with your partner and your family should take top priority. We expected friends to be above family on this occasion but that was not the case. Nearly 12% do travel solo, so there is a market for solo Wellness Experiences too, but focusing around couples getaways is the best strategy.

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Survey Persona's

Below is the most popular consumer persona for this survey. Full survey demographics are on the following page.



Location	US
Gender	Male
Age	35-44
Ethnicity	White
Education	Post-Grad
Marital Status	Married
Children	2
Household Income	USD\$150k+
Careers	Information - Other
Role	HR Manager



Location	US
Gender	Female
Age	35-44
Ethnicity	White
Education	Post-Grad
Marital Status	Married
Children	2
Household Income	USD\$100-125k
Careers	Finance & Insurance
Role	Non-Management Staff

Survey Demographics

We asked 400 consumers in the US.

Age

25-34	22.50%
35-44	57.25%
45-54	13.50%
>54	6.75%

Gender

Male	60%
Female	40%

Ethnicity

Arab	0.50%
Asian	1.00%
Black	7.50%
Hispanic	2.25%
Latino	1.25%
White	84.00%
Multiracial	1.50%
Other	1.00%
Prefer not to say	1.00%

Education

Middle school	1.75%
High school	7.25%
Vocational/Technical college	5.75%
University	26.25%
Post-graduate	58.75%

Marital Status

Single	8.50%
Married	78.25%
Divorced	3.25%
Living with partner	7.25%
Widowed	0.25%
Separated	2.00%
Prefer not to say	0.50%

Children

None	18.25%
1	20.50%
2	46.50%
3	8.75%
4	2.75%
5	1.00%
6 or more	1.25%
Prefer not to say	1.00%

Income

Between \$75,000 and \$99,999	24.25%
Between \$100,000 and \$124,999	21.75%
Between \$125,000 and \$149,999	18.50%
\$150,000 or more	35.50%

Employment Status

Employed for wages	100%
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Top 5 Careers

Finance and Insurance	13.00%
Information - Other	11.75%
Information - Services and Data	11.75%
Health Care and Social Assistance	6.75%
Education	5.50%

Top 5 Roles

Owner or Partner	11.50%
Middle Management	10.50%
HR Manager	10.50%
C-level executive	10.25%
Senior Management	9.75%

ABOUT CHRIS TORRES



Chris is an author, podcaster, and brand & digital tourism expert with over 26 years' industry experience. Chris speaks at many tourism events worldwide, offering his advice and guidance on how travel, tourism, and destination businesses can gain brand recognition and increase bookings.

Chris has focused his business, the Tourism Marketing Agency, on tour operator marketing with over 90% of his client base coming from outside the UK, working with some of the biggest players in the industry.

Chris is the author of the best-selling marketing book, *How to Turn your Online Lookers into Bookers*, a 400-page book full of practical marketing advice dedicated to the tours and activities sector.

Chris also produces a video advice series called *The Digital Tourism Show* which you can watch on his [Facebook Group](#), [YouTube channel](#), or listen via [Google or Apple podcasts](#).

Chris has won numerous awards over the years, such as the Best Tourism Website, Best Digital Agency, and the Scottish SME's Businessman of the Year 2018.

ABOUT THE TOURISM MARKETING AGENCY

The Tourism Marketing Agency (TMA) is an international digital tourism agency that has been in operation for 13 years. We have partnered with many worldwide tourism brands, such as Overland Ireland, Asheville Wellness Tours, and Gray Line — the oldest and largest sightseeing company in the world.

With over 90% of our client base coming from outside the UK, where we are based, we have gained great insight and knowledge of international markets. This gives TMA unique insight into how destination businesses should market themselves to attract international travellers.

We do not have clients or customers; we have partners with whom we wish to build long-lasting relationships, helping you through the many challenges of promoting a business online. We believe in strong communication as the backbone of this successful relationship.

We wish to turn your Lookers into Bookers, and we have the experience and expertise to make this happen.

“TMA have been greatly supportive from start to finish, especially during the Covid-19 crisis, helping to maintain our marketing needs during this time. They respond quickly with every question we have and assists with new ideas to grow our business. We are extremely thankful and hope to work with the team for many years to come.

Thanks TMA!” **Nicola Holland - Horizon Sail**

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Nicola Holland - Horizon Sail



Tourism Marketing Agency
The Garden Room
25 Polnoon Avenue
Glasgow G13 3HQ

hello@tourismmarketing.agency
[+44 20 3920 9135](tel:+442039209135)

tourismmarketing.agency