



Why Is Every Hotel Turning Into a Health Retreat?

Wellness tourism is booming, prompting hotels — from Aman Resorts to boutique properties — to double down on oxygen pods, sleep programs, and cutting-edge wellness experiences.

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These days, there is a surprise wellness focus at many hotels. Between 2022 and 2023, the wellness tourism economy grew by 30%, per a report from the Global Wellness Institute. More than 90% of luxury travelers seek wellness programs on vacation, according to a recent report by the International Luxury Travel Market, while over 70% of travelers say they're more likely to book a hotel if it offers specialized options. That isn't simply fully-equipped gyms, but everything from salt rooms and ice baths to hyperbaric oxygen pods and biohacking recovery lounges with vitamin drips and oxygen masks.

While the ubiquity is new, the premise is not. In the 1940s, Rancho La Puerta in Tecate, Mexico, became one of the world's first true wellness resorts, offering a holistic philosophy of exercise, organic food, and natural therapies. Over the following decades, a few wellness stalwarts emerged. Since 1975, San Montano Resort & Spa in Ischia, a volcanic island off Italy's Campania coast, has welcomed travelers to its mountain top perch, where 11 outdoor thermal pools are the precursor to mineral-rich volcanic clay therapies. In 1988 came the Aman Resorts, where minimalist spas have personalized healing journeys that might include sound therapy, Ayurvedic treatments, or traditional Chinese medicine consultations. In 2008, the Spanish resort-clinic SHA came on the scene, offering a blend of Eastern and Western medicine, as well as advanced diagnostics conducted by doctors and biohacking technologies.