

# Forbes

## The Global Wellness Tourism Sector Surpasses \$814 Billion Market Share

By Roger Sands



The Global Wellness Tourism Sector captures a large audience. THE VINOY RESORT AND GOLF CLUB

Over the past decade the global wellness tourism sector has gobbled up a huge segment of the travel industry's market share. Its size was valued at \$814.6 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 12.42% from 2023 to 2030, according to **Grand View Research**. Wellness tourism includes activities aimed at improving and enhancing an individual's physical, mental and spiritual well-being. Tourists indulge in physical, spiritual and mental activities by practicing yoga, spas, meditation and Pilates, and by visiting hot spring resorts. The trend of interacting with the locals of the destination who have visited and experienced different cultures promotes personal well-being.

As wellness travel continues to thrive and **94% of travelers incorporating self-care into their travels and 59% solo wellness getaways**, the following luxury properties around the world and many other resorts are offering guests an opportunity to reflect and transform on vacation through immersive retreats inclusive of everything from forest bathing sessions and new moon manifestations to visiting practitioners and more.



Celeste is located on the hotel's brand new wellness floor.AHC HOSPITALITY

### **Celeste Salon & Spa at Amway Grand Plaza, Curio Collection by Hilton, Grand Rapids, Michigan**

Opened this summer at the Amway Grand Plaza, Celeste Salon & Spa brings a renewed wellness experience with sought-out amenities to the historic hotel. Before and after treatments, salon and spa guests can enjoy views of the picturesque Grand River from private and shared balconies through the space, which will also be activated in the wintertime, allowing guests to appreciate Michigan's snowy winters from a cozy setting. Celeste is located on the hotel's brand new wellness floor, which includes a fitness center with Peloton bikes and state-of-the-art equipment, rooftop pickleball courts and an aquatics center with a pool, sauna, steam room and hot tub whirlpool, providing an integrative wellness experience.



The luxurious Vinoy Spa embraces a holistic approach.THE VINOY RESORT AND GOLF CLUB

## **The Vinoy Spa at The Vinoy Resort and Golf Club, St. Petersburg, Florida**

Opened this summer and nestled along the downtown St. Petersburg waterfront, The Vinoy Resort & Golf Club completed the initial phase of a comprehensive renovation that resulted in a brand new Spa. Inspired by the therapeutic qualities of the ocean, the luxurious full-service Vinoy Spa embraces a holistic approach to health and well-being in a refined space. Welcoming guests with calming Naturopathica tea to set the relaxing mood from the start, the spa features four treatment rooms and focuses on coastal-inspired and plant-based therapies that provide a rejuvenating wellness experience, including massages, facials, full-body therapies and nail or hair services.



A sound bath is part of the holistic offerings. SOUTHALL FARM & INN/HEATHER DURHAM PHOTOGRAPHY

## **Southall Farm & Inn's first Winter Wellness Retreat, Franklin, Tennessee**

As Southall reaches its one year anniversary, Franklin's farm-centric resort embarks on a journey to tranquility and rejuvenation with its Winter Wellness Retreat, Dec. 19-21. Located in the picturesque countryside, this exclusive retreat promises a harmonious blend of nature, relaxation and rejuvenation, complete with a variety of wellness activities, guided experiences and luxury accommodations. Attendees can expect to: unwind with yoga, soundbathing and forest bathing sessions; participate in a Dream Seeding Ceremony featuring a multidimensional journey weaving guided reflection, elemental blessings and subtle energy work; engage in farm-to-table culinary experiences connecting with fellow retreat goers.



The Ojo de Liebre Spa is offering two festive treatments.SOLAZ

### **Ojo de Libre Spa at Solaz, a Luxury Collection Resort, Los Cabos, Los Cabos, Mexico**

Recently opened in March, the spa offers their consulting wellness program where the spa concierge team will create a customized program for a 360-wellness experience that includes massages, breath work classes, a detox program, green cooking classes with the chef and more. Special for the holidays, the Ojo de Liebre Spa is offering two festive treatments: Sparkling Champagne Bliss: A curated treatment that begins with a rejuvenating grape-infused body mask and deluxe scalp treatment followed by a customized massage by one of the spa's skilled therapists. Festive Serenity Escape: Combining traditional massage techniques with seasonal essential aromas, this treatment creates the perfect harmony for mind, body and spirit, especially during holiday stress.



Specialty weeks at The Ranch are offered year round.RANCHO LA PUERTA

### **Peace, Joy, Love, Hope at Rancho La Puerta, Tecate, Mexico**



Slow down this holiday season and give yourself time to focus on inner peace and intention at Rancho La Puerta. Specialty weeks at The Ranch are offered year round, featuring visiting guest speakers, talented performers and workshop leaders (authors, politicians, musicians, artists, MDs and other leaders in their fields) to present afternoon learning experiences and evening lectures to inspire guests to leave with a recharged sense of being. Experience a unique reawakening and embark on a spiritual mental escape with The Ranch's **Peace, Joy, Love, Hope package**, offering a seven-night stay for the price of five nights from Dec. 9-16 or Dec. 16-23.



Guests can capture moments of self-healing and relaxation.  
AQUA-ASTON HOSPITALITY

### **The Spa at ADERO Scottsdale Resort, Scottsdale, Arizona**

The Spa at ADERO is a modern wellness sanctuary perched 2,500 feet above the rugged Sonoran Desert. Known for its desert inspired body and facial treatments, guests and locals alike can capture moments of self-healing and relaxation in a festive fashion during the busyness of the holidays. The Spa will offer two unique festive treatments to celebrate the winter season: the Pumpkin Facial (available in November) and Arctic Berry Enzyme & Peptide Illuminating Treatment (available in December).



Spa H features six treatment rooms and relaxation area. HOTEL HARTNESS

### **Four luxurious Spa Suites at Hotel Hartness, Greenville, South Carolina**

Boasting suites devoted to well-being, the Spa H and a serene natural setting, the property is an ideal destination for rejuvenation and relaxation to kick off the new year. **Spa H** features six treatment rooms, comfortable dressing rooms, a warm greeting lounge and a sumptuous relaxation area that opens to a serene garden that overlooks a scenic pond with views of the neighboring nature preserve. The hotel is ideal for a romantic escape for Valentine's Day and with the hotel's handsome, warm and intimate spaces, plus multiple fireplaces, it's a wonderful spot for a cozy getaway any time this winter. The dining menus change each season so guests can expect fresh dishes featuring seasonal produce and ingredients to complete a quintessential winter hotel experience.