

UK Wellness Tourism

Why it matters, what's driving growth & how
Operators should respond

- Wellness tourism is one of the **fastest-growing travel segments**
- No longer niche. It is simply a **core commercial opportunity**



Market Growth Snapshot

The data that you need to know

- UK wellness market: **\$224bn (2022)**
- Wellness tourism growth: **79% annually (2020–2022)**
- UK wellness tourism value:
 - **\$38bn (2022) → \$88.2bn by 2030**
 - **~11.1% CAGR**
- **Insight:** This is long-term, structural growth. Not a short-term trend.



Who Is Booking Wellness Travel?

High-Demand Wellness Audiences

- **31–45-year-olds = circa 61%** of wellness bookings
- **Women = circa 70%** of wellness travellers
- **90%** of wellness travel experiences are now **customised**
- **What this means:** Guests expect choice, flexibility, and personal relevance.



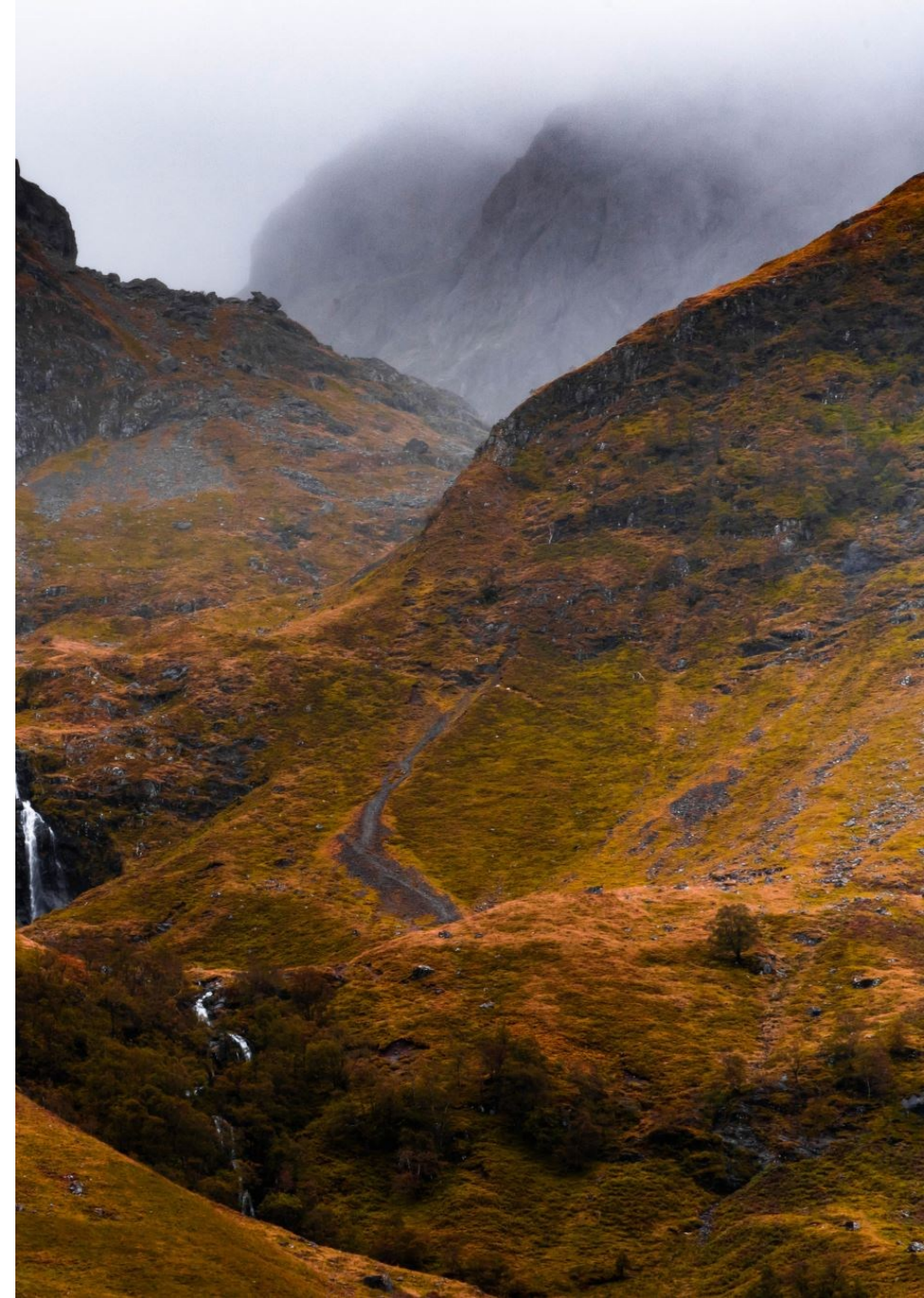
What Wellness Travellers Want Most

Key Demand Drivers

- Nature & outdoor access
- Mental & emotional wellbeing
- Rest, recovery & sleep quality
- Slower, less structured experiences

UK hotspots: Dorset, Devon & Cornwall, Cotswolds, Lake District, Scottish Highlands...

Torbay!



Wellness is more than Spas

The Shift to Holistic Wellbeing

- Rising demand for:
 - Sleep tourism
 - Stress reduction
 - Digital detox & nervous-system regulation

Guests are buying:

How they *feel* during and after the trip. Not treatments alone



What Operators should do NOW



Strategic Takeaways

Winning in UK Wellness Tourism

Successful operators will:

- Sell in **how guests feel**, not just what they do
- Design for **women aged 30–45** seeking restoration
- Embed **wellbeing across the entire guest journey**
- Think **long-term**, not trend-led



The future of travel is restorative.

When guests **restore**, businesses
will **thrive**.

