

*ILTM*<sup>®</sup>

Travel's  
Biggest  
Opportunity



Wellness

ALTIAN T

Quantitative research conducted  
by Altiant for ILTM

FROM THE PERSPECTIVE OF AFFLUENT AND  
HIGH NET WORTH INDIVIDUALS ACROSS THE  
US, UK, CHINA AND FRANCE.



# Contents

- 3 Introduction
- 4 Methodology
- 4 About the Panel
- 5 Key Observations
- 6 Wellness Awareness: Contribution to the global tourism economy & daily habits
- 8 State of Mind: Feeling happy & healthy but not always relaxed
- 12 Luxury Wellness Holidays: Decision makers, influencers and expectations
- 16 Seizing the Opportunity
- 19 Conclusions
- 20 About the Sample



## Introduction

By Meryam Schneider, VP of Partnerships, Altiant AB

It will come as no surprise to the luxury industries that affluent and high net worth consumers have adopted new lifestyle habits in recent years. Whether we are looking at the beauty industry, athleisure fashion or the luxury travel world, the conclusion is crystal clear: Physical, mental and spiritual wellbeing are now guiding some of the key purchasing decisions of the wealthy.

Health used to be the new wealth, it is now encompassed into a wider wellness mindset. This concept of wellness does not only represent wealth but a certain status, a badge of authenticity.

The Global Wellness Institute refers to a 2017 \$4.2 trillion wellness industry and ILTM made wellness their central theme during the 2018 global event in Cannes, reinforcing the idea that businesses and organisations have an immense interest in embracing the healthy living trend to appeal to the high-end audience.

Altiant and ILTM have worked together to bring you a unique piece of research solely focused on affluent and HNW individuals' views on the topic. Covering the UK, US, China and France, we believe that this piece will give you tangible insights into how your future marketing and business development strategies could unfold.



# Key Observations

## Methodology

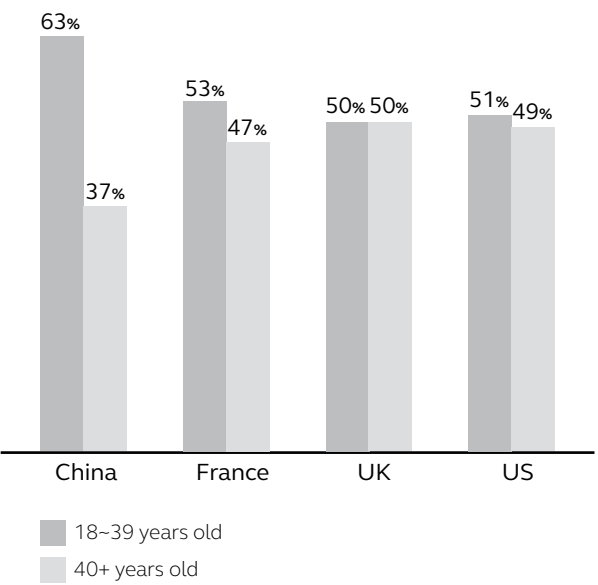
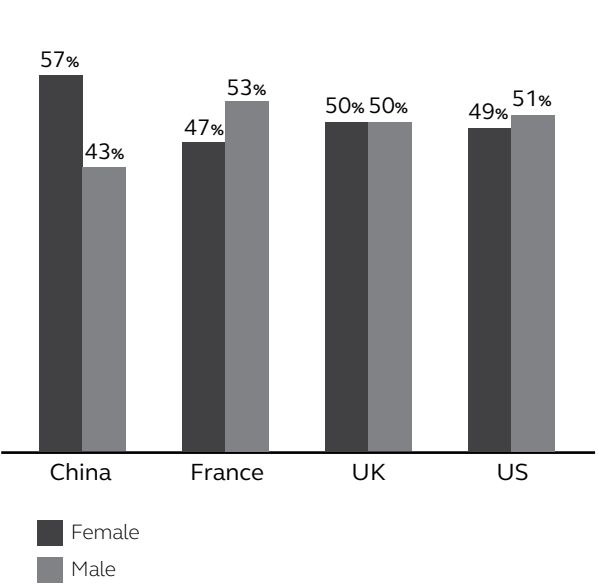
Over the last quarter of 2018, Altiant gathered quantifiable data from their global community of affluent and high net worth individuals (HNWIs) in four markets: **UK, USA, China** and **France**. The survey was conducted online, using sampling methods and generating statistically significant insights based on gender, age groups and wealth levels. Participating members were exclusively extracted from the top 5% of their country's income earners or wealth holders and each of them have been manually validated.

The research covers affluent individuals & HNWIs who travel for the purpose of health and wellbeing through physical, psychological, or spiritual activities. Medical tourism is excluded. The notion of wellness activity has been defined in a wide sense as activity impacting physical or mental wellbeing in general including but not limited to exercise, yoga, meditation, diet, etc.

## About the Panel

The 600+ interviewees for this specific survey are within the top 5% to top 2% of each of these nations' wealth. The gender and ages were well-balanced among countries with a slightly younger panel in China, reflecting the new wave of younger affluent Chinese individuals.

	China	France	UK	USA
n	152	153	161	159
Weighted Median HHI	\$214K	\$211K	\$212K	\$375K



Despite high overall levels of reported happiness and general health, many affluent/HNWIs are stressed: only 2/3 of the study sample say they are relaxed. Mental wellness is particularly well placed to improve on this measure.

42% have taken a planned wellness holiday before and are interested in doing so again. A further 40% are interested in trying it for the first time. This provides a potentially large market of 82% of affluents/HNWIs who are interested in wellness holidays.

28% of our sample are willing to pay more than US\$3,750 for a 3 night stay, including 13% prepared to pay more than US\$5,000. There are clear opportunities to provide wellness holidays which also deliver luxurious and exclusive experiences.



# WELLNESS AWARENESS: CONTRIBUTION TO THE GLOBAL TOURISM ECONOMY & DAILY HABITS.

/ ‘According to the Global Wellness Institute’s 2017 Global Wellness Economy Monitor, the wellness tourism segment of the global wellness industry is worth **\$639 billion** and is expected to reach **\$919 billion** by 2022’

This virtuous trend is also the travel industry’s fastest growing segment. According to the Global Wellness Institute, wellness tourism revenues grew more than twice as fast as overall tourism last year, and it’s forecast to grow even faster through 2022 to reach \$919 billion.

Wellness tourism (Inner wellness and Physical wellness) is very strong in Europe (trips) and North America (expenditures) but international wellness tourism also shows some great

opportunities with a much faster growth than domestic tourism. Looking at this industry trend, governments have also taken part in promoting and supporting destination wellness tourism globally.

The growth of the wellness mindset seems to be correlated to the larger space that technology occupies in modern lives. Anxiety, stress and mental health are growing concerns. Younger segments are seen to be driving the wellbeing trends

upwards. Cultural heritage plays a role with some nations, such as China, more prone to meditation and mental wellness activities.

*‘I think that wellness is intrinsically connected to relaxation and the holiday’*  
**Cynthia Rosenfeld, Author Surface Magazine**

/ ‘Wellness activities are already part of 2/3 of the respondents’ daily routine’












/ ‘Half claim to eat healthy every day and about 98% at least once a week.’

/ ‘44% take vitamins or supplements every day and 70% at least once a week.’

Health and wellness habits are already firmly established with many affluents/HNWIs. Two thirds of the sample in this research state that they generally take part in wellness activities (e.g. exercise/yoga classes, spa treatments) as part of their weekly routine, indicating how these activities have become integrated into their daily lives.

Women are much more likely than men to do so (76% vs 54%). Of the respondents, the Chinese (84%) are the most likely to participate in various wellness-related activities such as exercise, yoga, meditation and taking vitamin supplements.

‘How often do you do the following health-related activities?’

	 Eat Healthy Eating	 Eat Meat	 Exercise (weight lifting)	 Take supplements	 Drink Alcohol	 Exercise (pilates, yoga)	 Meditate	 Skin Care	 Spa	 Health Treatments	 Smoke
China at least once a week	99%	96%	85%	85%	63%	73%	57%	51%	68%	38%	41%
France at least once a week	97%	94%	82%	54%	61%	44%	49%	30%	23%	22%	27%
UK at least once a week	97%	88%	74%	62%	73%	53%	38%	34%	24%	16%	19%
US at least once a week	99%	91%	86%	83%	64%	63%	55%	45%	32%	25%	14%
TOTAL at least once a week	98%	92%	81%	71%	65%	58%	50%	40%	36%	25%	25%

Base: 161 UK / 159 US / 153 France / 152 China affluent / HNWI's  
Source: LuxuryOpinions® / Altiant

## Regional specificities: The least healthy habits counter-balanced

Interestingly, the Chinese respondents are also the most likely to smoke, so there is a health dichotomy at play which sees healthy and unhealthy habits in competition. Meanwhile, Brits are the most likely to drink alcohol at least once a week, a possible reason for their relatively low wellness scores (see table next page).

# STATE OF MIND: FEELING HAPPY & HEALTHY BUT NOT ALWAYS RELAXED.

/ ‘81% of affluents/HNWIs report to be feeling happy.’

/ ‘Americans report the highest level of happiness with 88% and Chinese respondents the lowest with 78%.’

/ ‘Only 66% of affluents/HNWIs describe themselves as relaxed.’

/ ‘64% of our respondents would be interested in sleeping pods in public locations, rising to 74% in China.’

Affluent individuals in France, the US and China are feeling positive towards their physical and mental wellbeing, although there is still clear scope for improvement, particularly as only two thirds of the total sample feel relaxed. Reducing stress would be likely to enhance the overall happiness of the panel, 81% of whom say they are either ‘very’ or ‘a little’ happy.

Affluent Brits are the least likely of the four countries to describe themselves as healthy (71%), in good physical shape (61%) and relaxed (58%).

Despite their wealth, the fact that only 68% of affluent and HNW respondents describe themselves as relaxed provides a clear opportunity for wellness operators.

When asked how they like to relax, these consumers often look for simple pleasures – a glass of wine, a hot bath, time with friends and family, walking the dog.

Travel also emerges as a highly popular way for affluent and HNW respondents to relax.

‘On a scale of 1-5, please select how you generally feel on the following measures.’

	HAPPY	HEALTHY	IN GOOD PHYSICAL SHAPE	RELAXED
China	78%	72%	76%	70%
France	80%	88%	77%	62%
UK	79%	71%	61%	58%
US	88%	81%	70%	74%
GLOBAL	81%	78%	71%	66%

Base: 161 UK / 159 US / 153 France / 152 China affluent / HNWI  
Source: LuxuryOpinions® / Altiant

Travel is unsurprisingly seen as a means of improving physical and mental wellness. Chinese travellers are a key target group.

Affluent and HNW individuals are often prolific travellers. Perhaps as expected, each of the four countries’ respondents are most likely to travel multiple times within their own regions. Nevertheless, the French’s propensity to travel within Europe, and the popularity of Europe and the Americas for Chinese interviewees are particularly eye-catching.

When asked if they prefer to spoil themselves or detox/improve their health on holiday, a third of our affluent/HNW respondents actually prefer the latter. While the Brits, French and Americans are likely to prefer to let their hair down on holiday, 53% of Chinese prefer detoxing holidays over those in which they indulge. This element added to their high propensity for travel shows Chinese guests as a particularly lucrative segment for wellness operators.





The Chinese are also significantly more likely than the other three selected countries to prefer relaxing holidays over active ones (82% vs 65% overall average). Activities such as massage, acupuncture and meditation are likely to appeal as a means of enhancing their mental wellness on a holiday. Nevertheless, that a third of the total sample prefer active over relaxing holidays suggests that wellness operators could interest many luxury holiday-goers looking to enhance their physical wellbeing via activities such as kayaking, hiking and golf.



*'A wellness trip is a trip to find oneself, centre oneself, create balance within oneself, both mind and body, to achieve a better state of being.'*

**Rob O'Keefe**, Chief Marketing Officer  
Monterey County, California

Wellness holidays retain a positive aura for repeat users and those who haven't taken one before.

Overall, interest levels in wellness holidays is high. 81% of the affluent respondents in the UK, US, China and France have a positive attitude towards wellness travel, being either interested in retaking a wellness trip or taking their first.

Brits have been slower on the uptake of planned wellness holidays, although 31% have taken one before. Nevertheless, the interest is there among Brits; half of the affluent British sample say that they have never taken a planned wellness holiday before but are interested in doing so. This represents a huge area for potential growth, particularly in light of Brits' aforementioned low levels of

physical and mental wellbeing.

In general, we note very positive intentions from those who haven't yet experienced a wellness-oriented holiday, translating into opportunities for the industry to capitalise on those segments and grow their market shares by addressing messages to these new-adopters.

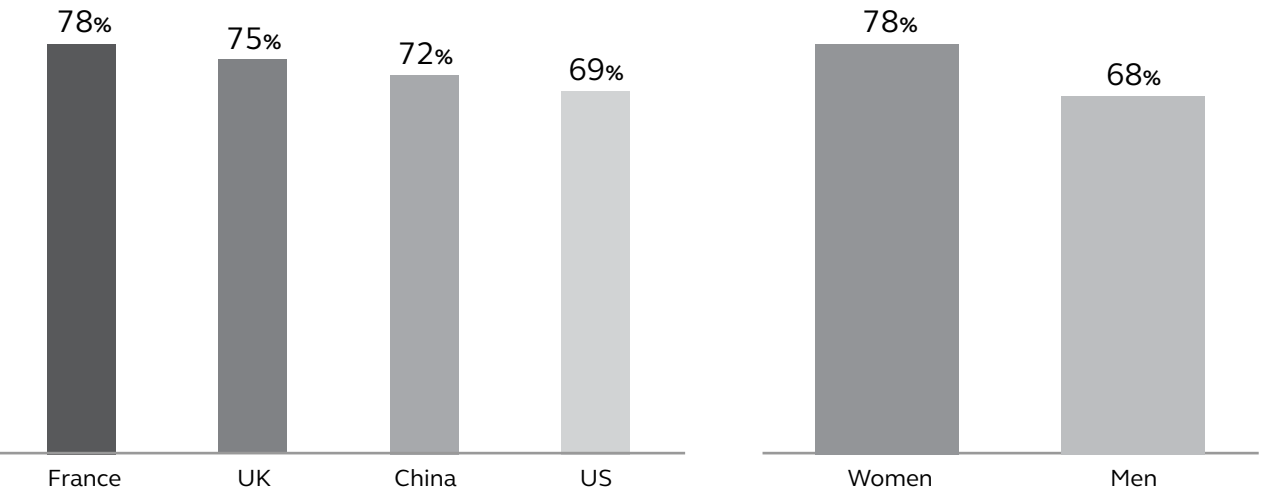
### The impulsion for wellness activities while on holidays

As well as regularly taking part in wellness activities in their weekly routines, three quarters of the overall sample have previously taken part in wellness activities spontaneously while on a general holiday, rising to 78% among women. This is logical, as the wellness habit is already

ingrained in many people's day-to-day lives and carries through to their holidays.

It is important for wellness operators to remain relevant in these situations and offer a variety of activities that enables continuity of daily habits.

'Have you ever spontaneously taken part in wellness activities (e.g. attending exercise classes, getting spa treatments) while on a general holiday?'



Base: 161 UK / 159 US / 153 France / 152 China affluent / HNWIs  
Source: LuxuryOpinions® / Altiant



*'The loyalty rate by these guests is much higher than by the guests who chose only overnight stays. Furthermore, on average they tend to spend more.'*

**Angelika Schmid**, Hotel Owner  
Villa Eden





*‘Cultural heritage definitely has an influence in the way the guest sees wellness.’*

*Silvio Kehrli, Director of Sales  
The Alpina Gstaad*

## A large proportion of wealthy travellers have planned a wellness-oriented holiday

Half of the respondents have already taken a specifically-planned wellness holiday, with women more likely than men to have done so (55% vs 43%).

Wellness holidays are already well-established in the four countries of our study,

particularly in China, France and the US where 63%, 55% and 51% have taken one of these holidays before. Very few of these previous wellness travellers are not interested in repeating the experience again.

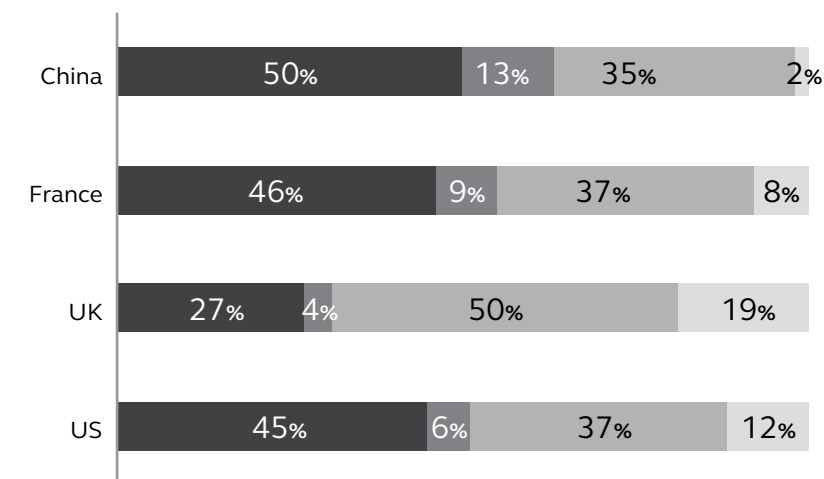
# LUXURY WELLNESS HOLIDAYS: DECISION MAKERS, INFLUENCERS AND EXPECTATIONS.

/ ‘Between 51% and 63% of American, Chinese and French respondents have previously taken a wellness holiday, falling to just 31% in the UK.’

/ ‘Inner-circle Individuals (partners, family & friends) are far more likely to influence the wealthy traveller. Travel agents are at the bottom of the list with only 26% of respondents likely to be influenced by them when booking a wellness trip.’

/ ‘These wealthy travellers are interested in a wide range of wellness activities with Spa and Physical treatments the most popular with respectively 63 and 55%’

## ‘Which of the following statements is most applicable to you regarding specifically-planned wellness holidays?’



China - 85% interest

France - 83% interest

UK - 82% interest

US - 77% interest

■ Taken before, would do so again  
■ Taken before, would not do so again  
■ Never taken before, but interested in doing so  
■ Never taken before, and not interested in doing so

Base: 161 UK / 159 US / 153 France / 152 China affluent / HNWLs  
Source: LuxuryOpinions® / Altiant

## Wellness influencers

When booking a specifically-planned wellness holiday, three groups are likely to be the most influential. The inner-circle: partners (76%), family members (64%), friends (60%) and, to a certain extent, colleagues (33%). Doctors/medical staff/therapists are influential for 39% of the respondents overall. Concierge services are seen as one of the leading influencing forces outside the luxury travellers' family and social circles with 30%. American respondents can be seen to be particularly receptive to recommendations from their concierge services (42%).

Wellness holiday booking can be daunting especially for the first-timers and some travellers might be more receptive to advice from individuals who know them personally. Social media influencers (28%) and travel agents (26%) are the two lowest influencers among the options, presenting for the latter a direct loss of business.

Considering the propensity of affluent travellers to take part in unplanned wellness activities when on holidays, we could easily imagine that they become the best ambassadors for wellness operators. Back home, word-of-mouth might,

here, regain the position it once held before the explosion of social media and on-line influencers.

Direct and personal contacts appear to be more influential in shaping wellness holiday bookings and professionals will need to tap into and decrypt these groups' decision criteria to their own advantage.



## ‘Services delivered in a dedicated venue’ is strictly the preferred option for 60% of the Chinese respondents

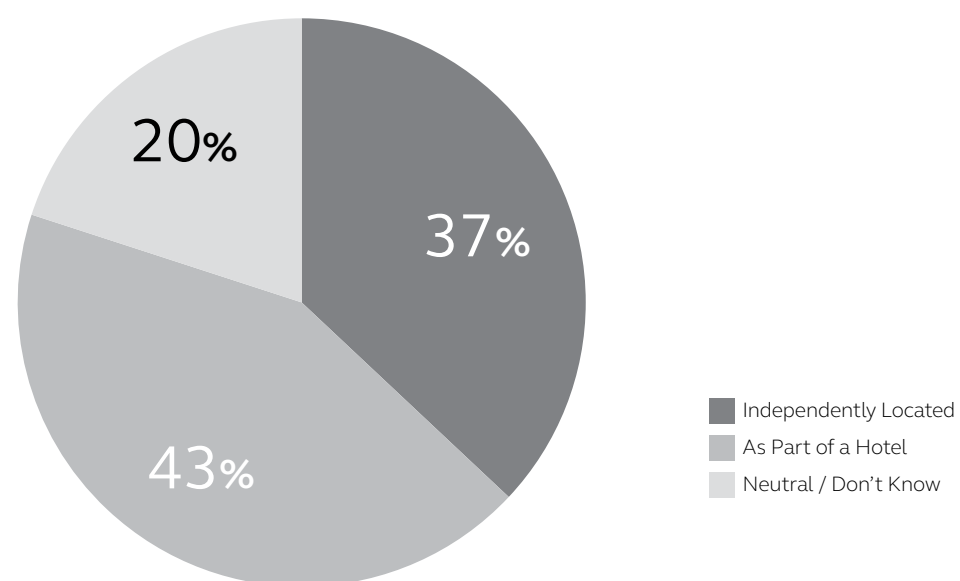
There remains a considerable ‘grey area’ within the wellness tourism industry about what defines destination wellness. When asked where our panel prefer wellness services/activities to be located, there was a broadly equal split between those who stated a dedicated venue (e.g. golf

resort, health spa) (37%), and those who preferred them as part of a more general hotel/resort (43%). The remaining 20% were either neutral or unsure on the matter.

While Brits are least likely to favour independent locations such as wellness retreats, the

opposite is emphatically true for China where 60% prefer this more specialist option. Nevertheless, 40% of our Chinese respondents prefer the hotel/resort option with, unusually, almost none being neutral or unsure of their preference.

‘Would you prefer wellness services/activities to be located in an independent venue or as part of a more general hotel/resort?’



Base: 511 global affluent / HNWIs who are interested in wellness holidays  
Source: LuxuryOpinions® / Altiant

## The wellness activities that resonate with the affluent and high net worth traveller

In terms of activities, a wide range resonate with this panel, ranging from physical and beauty treatments to therapies. Women are significantly more likely than men to be interested in most of these activities, especially spa resorts, beauty treatments and yoga retreats. Some interesting regional variances can also be observed, ranging from Americans’ interest in most activities to the Chinese’s and

French’s limited interest in activities except for yoga and detox respectively.

More than a third of the respondents tell us that they would be interested in activities geared towards mental health/psychological support (33%). This is a topic that is being commonly discussed with the increase of pathologies and the recent developments in brain science.

‘Which of these would interest you as part of a specifically-planned wellness holiday?’



Base: 511 global affluent / HNWIs who are interested in wellness holidays  
Source: LuxuryOpinions® / Altiant

*‘Wellness is a state of mind, it’s about being well and feeling good. Sometimes wellness can be as simple as taking a walk in the park or a full retreat with the objective of recalibrating body, mind and soul.’*

**Chris Orlikowski, Group Director,  
PR and Communications  
COMO Hotels and Resorts**



# SEIZING THE OPPORTUNITY



‘Cater to wellness guests and convert them into wellness brand ambassadors’



‘73% would be interested in receiving follow-up correspondence from the organisers (e.g. coaching and advice) after a specifically-planned wellness holiday, rising to 82% in China’



‘Overall, more than 47% are willing to pay a minimum of US\$2.500 for 3 nights and 16% willing to pay between US\$3.751-US\$5.000’

## Potential growth areas

Among the 50% of these affluent survey respondents who have never taken a wellness holiday before, the majority are interested in taking their first holiday of this type (40%). Only 18% of respondents are disinterested in wellness travel, showing the significant size of the opportunity in the coming years. The fact that so many current customers are repeat visitors on these types of holidays points towards high satisfaction levels and potential recommendations to others.

Physical wellbeing has received much of the attention of the wellness movement in recent years, but mental wellbeing and mindfulness is

now stepping into the limelight. Many people are becoming more comfortable talking about their mental health and this could be a key growth area, especially considering the relatively low relaxation levels among the survey respondents seen earlier in this report. Mental health/psychological support interests a third of the respondents on holiday and this figure could grow further in the coming years with the provision of suitable activities and services.



*‘How we define a wellness tourist is not someone who just goes and uses a spa in a hotel but someone who really engages in extensive wellness activities while on their vacation.’*

**Neil Jacobs, CEO  
Six Senses**

## Wellness providers to remain connected to their guests

Inner and physical wellness are ultimately experiential activities and can be emotionally-charged. There are therefore some interesting opportunities for wellness operators to remain connected to their customers, even after the holiday has concluded. 73% would be interested in receiving follow-up correspondence from the organisers (e.g. coaching and advice) after a specifically-planned wellness holiday, rising to 82% in China. Offering and monetizing on-going coaching services and advice could be a highly effective way for wellness operators to foster customer, secure repeat visits and ensure continuous word-of-mouth.

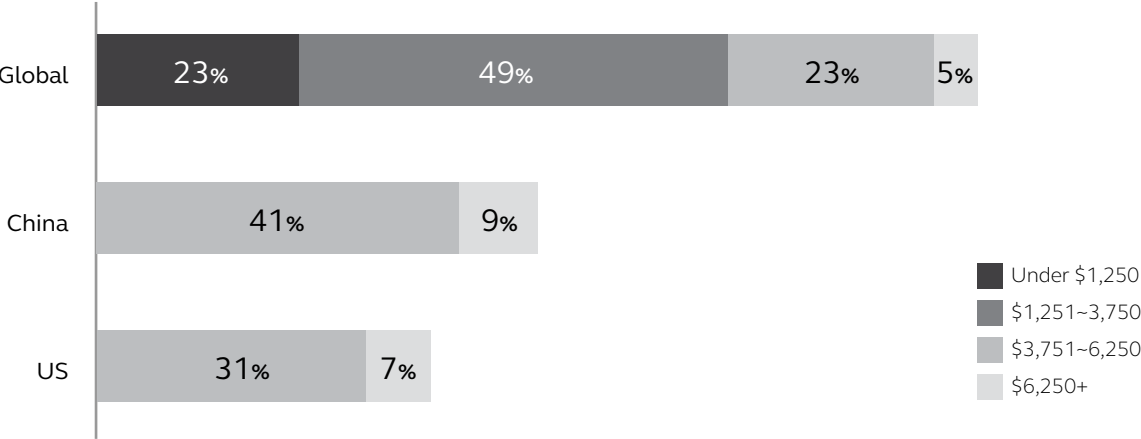


Spending likely to remain buoyant

It is clear that many affluent and high net worth travellers are prepared to spend significant amounts on wellness holidays. For a wellness activity holiday of 3 nights, covering the cost of the accommodation and wellness experience itself, 28% are prepared to spend more than \$3,750 (when all four countries' currencies are normalised to US dollars).

Chinese respondents, and to a lesser extent, Americans, are the most likely to be big spenders on these holidays, with half of the former and 38% of the latter prepared to spend the equivalent of \$3,750 or more. Considering their propensity to travel for leisure frequently throughout the year, these two groups in particular could be lucrative for wellness operators around the world.

‘How much would you be prepared to pay for a wellness activity holiday of 3 nights, including only the cost of the accommodation and wellness experience itself?’



Base: 131 US / 129 China / 127 France / 124 UK affluent / HNWIs who are interested in wellness holidays  
Source: LuxuryOpinions® / Altiant

‘Every guest is at a different stage of their wellbeing journey and often times, wellbeing goals change depending on the nature of their travel. On one trip, a guest may want to prioritize discovery while the purpose of another trip may be relaxation. While the overall goal may change, helping guests prioritize self-care is consistent across all of our offerings’

Tristan Dowell, VP of Global Luxury, Lifestyle & Leisure  
Hyatt



# Conclusions

## Overall

/ Despite high overall levels of reported happiness and general health, many affluent/HNWIs are stressed: only 2/3 of the study sample say they are relaxed. Mental wellness is particularly well placed to improve on this measure.

/ 42% have taken a planned wellness holiday before and are interested in doing so again. A further 40% are interested in trying them for the first time. This provides a potentially large market of 82% of affluent travellers who are interested in wellness holidays.

/ Women and Chinese respondents are the most likely wellness advocates, both on holidays and in their day-to-day lives.

/ Almost 3/4 are interested in receiving follow-up correspondence from the organisers (e.g. coaching and advice) after a specifically-planned wellness holiday. This should enable operators to remain in contact with customers after the holiday and foster loyalty.

/ 28% of our sample are willing to pay more than US\$3,750 for a 3-night stay, including 13% prepared to pay more than US\$5,000. There are clear opportunities to provide wellness holidays which also deliver luxurious and exclusive experiences.

## By Country



French respondents are likely to see themselves as healthy but not very relaxed. They are surprisingly reticent to take part in wellness activities and are often only interested in cheaper wellness options.



Chinese respondents are the most likely of the four countries to embrace wellness day-to-day and are already wellness holiday advocates. They are often willing to spend heavily on these holidays to be healthy, although their interest in wellness is largely geared around relaxation and activities such as yoga and meditation.



American respondents are likely to be positive towards their health and happiness. They are interested in many activities as part of wellness holidays and are often prepared to spend heavily on them.



Brits are currently the least likely to be wellness holiday travellers, but they do have interest in doing so. They are the least likely to say they are happy, healthy and relaxed, which provides opportunities for wellness operators to improve physical and mental wellbeing.



## About the Sample

LuxuryOpinions® is a global community of Affluent and High Net Worth Individuals (HNWIs) designed to facilitate research in the luxury goods and wealth management industries. LuxuryOpinions® is a division of Altiant, a European Insight company.

Altiant created LuxuryOpinions® in 2013 with the aim to build a global community of individuals with a strong will to help shape the future of luxury and wealth management.

Members are recruited by invitation only and primarily join to voice their opinions about topics that matter to them and to help luxury companies build better, more suitable products and services. By joining, members can also network with one another in a safe, private environment while earning amazing rewards.

LuxuryOpinions® is present in 15 countries and the panel is constantly expanding in scale and scope. Key markets throughout Asia, Europe, North America and the Middle East are catered to within LuxuryOpinions.com.

Market research and survey sampling among the high-end sections of the population require precision and extreme accuracy. Altiant only recruit people in top 5% of their country's income earners or wealth holders. While this varies significantly by market, for minimum entry, panellists are evaluated and authenticated following 3 criteria, Individual Annual Income, Household Annual Income and Assets Under Management.

Altiant is a corporate member of ESOMAR, the World's leading association for standards & Ethics within market research. Altiant adheres to, and abides by their strict guidelines governing the best practice in the industry.

## Travel's Biggest Opportunity

### About Altiant

#### ALT IANT

Altiant is a fieldwork entity specialised in quantitative market research and operating exclusively in luxury and wealth management industries. Through its private global online community of affluent and high net worth individuals (HNWIs) LuxuryOpinions®, Altiant empowers researchers, insights experts and marketing teams to make more informed insight driven decisions. Through a deep online quantitative research expertise, sophisticated tools and highly validated proprietary panel, they turn marketing and commercial questions into actionable insights - quickly and accurately. Altiant conducts affluent/HNWI research in over 15 countries. Their consultative approach helps find the optimal balance between the research objectives and what is possible within this hard-to-reach demographic. Altiant is relied on by dozens of the world's leading wealth and luxury companies as well as the best-in-class research agencies.

### About ILTM

#### ILTM®

ILTM is a global collection of invitation-only events that bring together leading international buyers to meet and discover the most luxurious travel experiences. Each event introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury travel advisors, through bespoke appointment programmes and networking sessions. Alongside the global flagship events in Cannes and Asia Pacific, ILTM has four core local events; ILTM Arabia, ILTM China, ILTM Latin America and ILTM North America, as well as one specialist event; ILTM Africa.

### Contact Altiant

Our consultative approach and unique access to validated affluent panels help organisations to find the optimal balance between the research objectives and what is possible within this hard-to-reach demographic. We have a great wealth of experience in various aspects of luxury travel and luxury hospitality.

Feel free to reach out to us

[contact@altiant.com](mailto:contact@altiant.com)