

**The Luxury  
Conversation**



***MindStyle:  
The New Generation of  
Health & Wellness Travel***

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**Lee Folland**

Research Director

*Reuter: Intelligence*

What was once a mere trend has grown into a fully fledged travel segment – health and wellness travel is an area that no luxury hospitality brand can afford to fall behind on.

While a fitness centre and spa may have been the sum total of the ‘wellness’ offering in years gone by, pioneering brands are now offering retreats backed by holistic wellness, featuring cutting-edge techniques and technologies.

As our previous report, NextGen Luxury Travellers showed us in 2018 (also produced in collaboration with ILTM), affluent Asian travellers see a hotel’s commitment to sustainability, wellness offering and even organic food as absolute top priorities in their decision-making.

So across the areas of sustainability, dining, exercise, spa, technology and bespoke programs, what is happening in wellness tourism in Asia-Pacific? Who is winning, what’s on offer and what do luxury Asian travellers now expect?

We hope that this report demonstrates what’s possible for travel brands to capitalise on the massive wellness tourism opportunity!

Best wishes,



**Alison Gilmore**

Portfolio Director

*ILTM*

In the travel industry we tend to talk about travel trends. But what we sometimes miss, is that outside the travel industry, travel is the trend.

The number of outbound trips increases by double digit percentage points in every region across APAC each year. The number of outbound US travellers has increased by 170% in a decade. This huge uplift reflects a change in what travel means to people, and of course, that in turn affects what this business means to us.

It wasn't so long ago that the term FIT traveller was new, after a complete overhaul in the way most people choose and book destinations, FIT gave us the language we needed to talk about a new segment of traveller who had a desire to avoid mass tourism in favour of an individualized, independent approach, exploring destinations on their own and at their own pace, with an emphasis on enjoying the local food, architecture, history, and culture.

Given the diversity and fluidity of the APAC region, the tastes and demands of travellers change rapidly. But with ambivalence circling the luxury market, knowing what to expect in terms of new concepts and desires is vital. So, what is coming next?

Today, wellness is a \$4.2tn dollar industry and health and wellness is a crucial aspect in the lives of many luxury travellers, however, this is not simply a lifestyle trend, this is a whole new category of traveller. That's why, in partnership with Luxury Conversation, we're doing a deep dive into an awe-inspiring new segment.

This report is packed full of actionable insights that we hope you will find both timely from a strategic perspective, and fascinating from a personal one. One thing is for certain; things are changing and they are changing fast. But armed with the right data and the right interpretation, no other industry is better placed to capture and serve this explosion of need.

Best wishes,

*Alison Gilmore*



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# Introduction:

## *The Business of Wellness*



Photo credit: Escape Haven

Wellness is not just a lifestyle choice, it's big business. The Global Wellness Summit stated that the industry is worth USD 4.2 Trillion globally, a growth of over 12% YOY. In Asia-Pacific, the corporate wellness market alone is expected to reach USD 7.4 Billion by the end of 2024, a growth rate of 9% <sup>1</sup>, and Asia has been the number one growth sector in both wellness tourism trips and revenues for each of the last five years. <sup>2</sup>

### **The Next Level of Wellness**

The time has arrived for luxury travel brands to move beyond simple concepts of a gym and a spa, to rebrand, reconstruct and reposition their offering as a destination for holistic wellness. Luxury hospitality or travel brand needs to be at the forefront of this vital industry or risk being ignored by luxury travellers who have sky-high expectations.

In this report, we look at various aspects of wellness travel, discovering what's next, what's possible and who is leading in each area, as well as the consumer sentiment across key APAC markets, discovering the new generation of wellness for luxury travellers.

### **MindStyle Travellers: the New Health & Wellness Sector**

Health & wellness is not a niche category but a key aspect of the lives of the affluent, luxury consumer demographic. In researching the drivers behind the wellness industry, we discovered that health & wellness is top of mind in diverse areas of daily life.

With wellness both the mindset and lifestyle, we arrive at 'mindstyle', a term defined as: 'the cumulative attitudes and consistent habits of thinking that a person develops about her or his chosen lifestyle'.

Mindstyle is the ideal label to frame the wellness world - put simply: during luxury travel, your customers expect the same health & wellness experiences – or further elevated versions thereof – as they have as both their mindset and lifestyle.

### **Our Research**

This study has been created with the future in mind, giving businesses not only a look into the leading case studies that are happening now, but a look outside of purely travel & hospitality at the regional trends that will impact the industry. The logic behind this is that it was not the travel industry that originated leading health & wellness sectors, hence the impact between the industries will be from the outside inwards, as luxury travel needs something of a 'wellness overhaul' in order to catch up with what its customers are already experiencing.

Therefore, we looked at the diverse segments that comprise health & wellness and are forecast for vast growth in the region, before finding the pioneering brands in the area – in both travel and non-travel leading cases – as well as taking in expert and consumer opinion around them.

1. *GW's Global Wellness Tourism Economy report*
2. *Transparency market research*

# Sustainability



*Photo credit: Escape Haven*

## From Abstract to Impact

Luxury travel is already well on its way in terms of sustainability. Versus other sectors of luxury industry, hospitality brands are able to identify many ways to promote eco-friendliness and community – from ‘saying no to plastic’ to finding local charities and worthy causes to ‘give back’. Thus, it’s now come to the point where travellers now take ‘giving back’ as a given, may recoil in horror at the sight of a plastic water bottle and might not feel particularly emotional at reading about a property’s LEED certification. So what else in the sphere of sustainability might pique their interest as eco-conscious, global citizens?

Volunteer tourism – or voluntourism – is growing in popularity and market size. Defined as the ‘conscious, seamlessly integrated combination of voluntary service with the traditional elements of travel and tourism’, voluntourism is one of the fastest growing tourism niche markets in the world.

## More than 10 million voluntourists worldwide were estimated to have spent up to USD 2.8 Billion in 2016<sup>1</sup>

### Charity Starts at Home

Where might APAC travellers look for voluntourism? Understandably, Asian travellers look for charitable causes that impact regions closest to their homes. Zuji's Giving Back is the New Black study polled 855 Singapore-based travellers, finding that 60 percent of respondents would travel within Asia for a good cause<sup>2</sup>, while just four percent would consider travelling to South America, and other destinations ranking in popularity based on distance from home. The most popular charitable cause was building and restoring communities, demonstrating a preference for activities that are long - lasting foundations for improving lives.



Photo credit: Escape Haven

1. <http://www.apec.org>
2. <https://www.ttgasia.com/2015/06/25/asia-is-singapores-top-destination-for-voluntourism-zuji/>

Still Looking to Promote ‘No Plastic’?

If your brand is looking to promote sustainable activities, then think beyond ‘stunt’ and think about the tangible achievement. Looking away from travel, we find examples from brands that promised real change:



- IKEA’s “Last Straw” installation at London’s Design Museum promoted their ban on single-use plastic, and they also launched a program to clear rubbish from urban waterways.
- Volvo’s “Unseen ocean” campaign promoted a commitment to use 25% recycled plastic in every car by 2025.
- Adidas’ “Ocean plastic shoes” means that each pair in the range is made from 11 reused plastic bottles and has committed to only using recycled plastic from 2024.



Abstract campaigns  
such as donating  
spare change to  
nominated causes



Mainly centred on  
‘no plastic’ and  
Mother Earth



Activities where  
luxury travellers  
choose to participate  
in sustainable causes  
during their holiday

## Expert Voice

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*Mr. Thatcher Brown,  
President of Dream Cruises  
& Managing Director of  
Crystal Cruises Asia*

*At Genting Cruise Lines, we remain optimistic of the continued demand for health and wellness options, especially for Dream Cruises that caters to the APAC upper-middle class and luxury markets. Sophisticated and well-educated with a global mind-set, Asia's upper-middle and affluent classes place a healthy lifestyle as a high priority and see this as the definition of a good life.*

*In conjunction with Genting Cruise Lines' year-long 25th Anniversary celebration, Genting Cruise Lines launched its inaugural regional Cruise Voluntourism campaign with its Dream Cruises and Star Cruises fleet in Asia, which are available for selected sailing dates and cruise itineraries. The introduction of the complimentary Voluntourism activities as part of our shore offerings provide opportunities for our guests, as well as our crew to connect and give-back to the community in a new, unique and fulfilling way.*

*Since the launch, we had guests from a wide spectrum of demographics participating in the voluntary activities including young couples, families, retirees, teens and from various nationalities. Interestingly, when it comes to voluntary work, it's universal. Many of the participating guests shared their views and explained that they wanted to experience something different and yet meaningful while on a holiday, contributing in some way to the places they visit. We had offered a myriad of complimentary Voluntary activities at different destinations including beach cleaning, interacting and assisting with the handicap and orphanage centres, schools and universities, cultural villages with many more to come. Also, with each visit, the company donates funds or what is needed from the respective charity foundations or centres.*

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# Spa



*Photo credit: Escape Haven*

## Innovative and Novel

As a pillar of wellness travel, the spa industry (projected to continue growing at the rate of 5.7%<sup>1</sup>) is continually innovative. Not resting on its laurels that luxury travellers are looking for simple 'me time', the industry presents new treatment trends each year that should soothe guests into a state of bliss and serve as a wake-up call for any hotel or resort not at the forefront of spa innovation. Luxury travellers are well-versed in the spa experience as a regular habit, continuing the key element spread throughout this report – that their luxury travel experience must go beyond the quality they are already experiencing at home. Fortunately, the spa industry continually creates exciting new treatments, technologies and types of spa as a whole.

1. <https://www.marketwatch.com/press-release/spa-market-is-projected-to-grow-at-a-healthy-rate-over-the-next-five-years-2019-04-17>

### New Regional Themes

At home, affluent Asian spa - goers often opt for Korean bath houses or Traditional Chinese Medicine, yet when they travel to luxury resorts of a western brand, they are presented with a western ideal of an eastern spa – with Thai or at least South East Asian accents. The East - Asian or Korean- led spa experience is vastly different from a western idea of a spa.

The Turkish Hammam is another distinct option for travellers who have seen Thai and Balinese repeatedly. The Middle Eastern style of a steam bath house is seeing popularity by early adopters, such as the Anantara Palm Dubai.





### Popular Alternative Treatments

- Reiki is a form of alternative treatment, also known as energy healing. Originating from Japan, Reiki practitioners use a technique called palm healing to transfer 'universal energy' with a goal to encourage healing.
- Sound massage incorporates sound to promote deep relaxation – a stand alone session not part of a system of treatments. Edition Hotels and The Standard use sound healing in their programs.
- CoolSculpting is a procedure that freezes 'stubborn areas' of fat, so that the dead fat cells are removed from the body by the lymphatic system. Cutting edge spas even use cryotherapy as part of treatments, in which guests enter a cryochamber in order to encourage cell renewal and strengthened muscles.
- Precious Metals are back, with gold, silver and diamonds said to promote deep hydration, and improve dark eyebags. The Four Seasons in London uses black diamond powder as a cleansing treatment.
- Guided Meditation with Virtual Reality is a real thing – at the Wellness Spa Movil Center they start with a questionnaire that asks guests about the flavours, scents and sounds they prefer and then with 3D glasses and aromatherapy, virtually place the guest in different locations while a therapist guides meditation.



Brands Leading the Area:



- The Amanpuri Holistic Wellness Centre houses a certified medical team from the Thanyapura group. Highlights are professional-level sport and aesthetic medical services.
- ESPA partners with Joali in the Maldives, with hi-tech treatments that include extensive heat experiences and vitality pools. More than private rooms, they have private luxury pavilions for day-long relaxation at the spa, including private ocean terraces.
- Fivelements urban retreat in Hong Kong’s Causeway Bay, Yoga & Sacred Arts retreat, opens in 2019 as a centre for yoga, plant-based diet programs and integrated wellness that focuses on “self-exploration”.



Where It Was

Massage room and  
body treatments



Where It Is

Wider variety of  
treatments and  
techniques



Where It's  
Heading

Distinctly Themed  
spa branding, unique  
regional highlights,  
cutting edge technology  
and a holistic approach



*Dervla Louli*  
Founder,  
Compare Retreats

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*What's happening in the luxury spa industry is three fold. On a holistic level, sound healing, tea ceremonies, energy healing, crystals, Watsu, TCM, Ayurveda and nature bathing are all becoming more mainstream as the benefits of eastern wellness practices become more widely researched and understood. The Mandarin Oriental spa in Hong Kong has been incorporating these natural therapies into their treatments and spa facilities since they opened and remain a leader in this regard today. The crystal sauna that's located behind a hidden door in the Landmark Mandarin spa is a firm favourite too.*

*There is a movement towards non-invasive technological procedures such as HiFu or Cool Sculpting that's moving spas into the MediSpa category. With so many invasive and non-invasive procedures widely available to view on Instagram, services like Botox and Fillers are being offered by doctors inside spas. Last but not least, integrated wellness centres that offer holistic and medical solutions such as traditional massages alongside IV drips are becoming more popular in both luxury spas and spa resorts.*

*The biggest difference we see from Compare Retreats clients in APAC is a desire to travel more frequently for shorter times, so we encourage our luxury wellness property partners to create two, three, and four-night short-break options for our clients in this region. Clients in APAC have very high expectations from luxury properties and are very demanding and savvy about finding the best deal. They often book last minute, are always looking for added value and benefits and often travel with child-minders so appreciate a property that takes this into account. When APAC customers check into properties they often book their spa treatments in advance and spas are often the first point of call for guests to book in their appointments after they check in.*

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# Food & Beverage



*Photo credit: Escape Haven*

## **Beyond New Menus to New Culinary Concepts**

Hotel dining has previously been seen – by the industry and consumers – as more of an indulgence, a splurge and time to let loose. The healthiest options usually offered are perhaps a juice bar or a ‘healthy menu’ with calories counted alongside each dish. While indulgence and luxury will of course remain, the new mindstyle of luxury Asian travellers means that travel brands need to match or exceed what they are already seeing in the world of food.

At home, the affluent, globally-aware elite are experiencing every new trend available to them; alternatives to dairy, continued interest in supplements and new diets. So, when they arrive to you, a juice bar and ‘leaf icon’ next to the couple of vegetarian options on the menu will be as disappointing as being unable to read where the ingredients were all (carefully) sourced from. Luxury wellness travellers are taking entire holidays dedicated to detox diets – showing the market is moving away from a mindset of ‘I’m allowed to eat what I want on holiday’ to a mindstyle of a holiday that continues to – is specifically catered to – achieve their body goals.

## So what are the noteworthy sectors in F&B that will impact travel?

### Moving Away from Meat

With the world of wellness talking down meat for both body and world health, it's a trend well worth taking note of 39 percent of urban Indonesians and 34 percent of urban Thais increased consumption of non-animal protein compared to the year before and 24 percent of urban Indonesians plan to follow a plant-based diet this year. <sup>1</sup>

The Upper House in Hong Kong serves a vegan 'revitalising menu', labelled as environmentally conscious. Grand Hyatt Manila now offers plant-based meat substitutes - Green Common's Omnipork, Beyond Sausage and Burger. Not only advertised as 'meat free', such substitutes are branded as 'cruelty free'.

China's vegan market is expected to grow over 17 percent by 2020 <sup>2</sup>, particularly in Hong Kong where the number of vegetarian and vegan restaurants has more than doubled in the last two years. Chinese government guidelines are encouraging the nation's 1.38 billion people to reduce their meat consumption by 50 percent by 2030. <sup>3</sup>



Photo credit: Escape Haven

1. <https://www.foodnavigator-asia.com/Article/2019/01/16/Health-experience-and-plastics-F-B-insights-from-Mintel-s-China-and-North-Asia-2019-consumer-trends>
2. <https://www.naturalproductsglobal.com/asia/five-growing-health-wellness-market-trends-asia/>
3. <https://www.scmp.com/lifestyle/health-wellness/article/2179811/six-global-food-and-wellness-trends-2019-marijuana-edibles>

### Organic & Natural

China is the world's largest importer of organic food products <sup>4</sup>, while in the region, two thirds of Asian consumers believe in superfoods for treating ailments <sup>5</sup>.

### Supplements

The Asia-Pacific nutritional supplement market was worth USD 44.02 Billion in 2017 and is forecast at a growth of 14.63 percent from the period of 2018 to 2023 <sup>6</sup>. The supplement market is segmented into Vitamins, Proteins, Amino acids, Enzymes and Botanicals supplements which had the highest share in Asia-Pacific in 2018.

### Personalised Nutrition & Nutrigenomics

The sector is popular in APAC – according to Herbalife's Asia-Pacific Balanced Nutrition Survey, a third of consumers are interested in personalised nutrition. Nutrigenomics is when DNA and metabolism is tested to gain a full understanding of individual conditions. Ancestry testing services such as 23andMe are even offering nutrition analysis, and Nestlé has pilot-tested AI-supported DNA analysis in Japan.

### Low Sugar

Countries including Thailand, the Philippines and Borneo have introduced some form of sugar tax, meaning brands and their suppliers have been striving to reformulate their products. Stevia remains a popular alternative, and earlier this year Coca-Cola launched its stevia version in several APAC markets.

4. <https://www.chinabusinessreview.com/tag/china-market-intelligence/>

5. <https://www.nielsen.com/us/en/insights/news/2016/asia-tipping-the-scales-on-health-and-wellness.html>

6. <https://www.businesswire.com/news/home/20181121005383/en/Asia-Pacific-Nutritional-Supplement-Market-Forecast-2023-Expected>

### Probiotics

The market was valued at USD 40.09 Billion in 2017, and it's expected to generate revenue of around USD 65.87 Billion <sup>7</sup> by the end of 2024.

### Non-dairy

In the past five years, non-dairy milk alternatives have grown by 61 percent, and the market is expected to reach more than USD 35 Billion by 2024.<sup>8</sup>

### Detox Tourism

In Huahin, the Chiva - Som Health Resort offers 'detox retreats' from 5 to 7 nights. It includes eight daily fitness classes and a fully planned meal program, alongside private wellness consultations, lymphatic drainage massages and colonic hydrotherapy sessions.



7. <https://www.zionmarketresearch.com/report/probiotics-market>

8. <https://www.mintel.com/press-centre/food-and-drink/us-non-dairy-milk-sales-grow-61-over-the-last-five-years>



# Cruises & Ocean Travel



## Sail Away Into Luxury

Out of the world's 100 most polluted cities, 99 are in Asia <sup>1</sup>. This may explain why fresh sea air and the feeling of a distant voyage have resulted in cruise holidays growing in popularity with Asian consumers. Asian cruise passengers outnumbered 4 million in 2017 and APAC was the 4th largest cruising region <sup>2</sup> worldwide. Luxury retail targets cruises; Chinese fashion designer Grace Chen was announced as the ambassador of Dream Cruise's new ship in early 2019. In May, a new cruise called the Costa Venezia departed from Shanghai, carrying wealthy Chinese passengers throughout Asian seas, with the vessel including a luxury mall of more than 8,000 square feet.

On the higher end of the scale, the yacht industry is expected to reach USD 74.7 Billion by 2022 <sup>3</sup> with the Asia-Pacific market expected to lead growth at an 8 percent annual rate from 2017 to 2025.

Significantly, luxury hospitality brands are now extending their coverage to the sea. Prompted by increased demand in luxury cruises and to redefine curated travel at sea, Ritz Carlton will start setting sail with its first three yachts from 2022, each able to accommodate up to 300 passengers, aiming to fill the void of high-quality and personalisation in the cruise market.

As the number of HNWIs continues to drastically increase in the region, luxury yacht manufactures are turning their focus onto the emerging Asian market, as well as luxury hotel brands regarding South East Asia as the new yachting holiday destination. Four Seasons Resorts in Thailand provides private yachts and cruises services, and Aman has a luxury voyage service at its resort Amanwana, Indonesia. Waldorf Astoria's resort in Maldives has villas only accessible by boats, to provide privacy and as much of a feel of exclusivity as possible.



1. <https://www.eco-business.com/news/of-the-worlds-100-most-polluted-cities-99-are-in-asia/>
2. <https://www.ttgasia.com/2019/04/12/sea-of-opportunity-in-selling-cruises/>
3. <https://www.floridayachtmanagement.com/blog/asia-pacific-emerging-as-leader-in-international-yacht-charter-market/>

# China Travel Segments



## The Largest Market and the Biggest Opportunity

With reports of Chinese outbound travellers expected to reach anywhere between 200 and 240 million by 2020 <sup>1</sup> and tourism revenue within China growing at more than double the rate of GDP growth, the country represents the leading market for hospitality brands. This is particularly true for luxury, with any key report from Bain & Co to McKinsey charting China to be responsible for 45-50 percent of global luxury consumption by 2045.

The urban boom, potential for further drastic increase in earnings and dramatic upgrade in lifestyle means that Chinese cities are ultra-competitive environments with relentless construction, traffic and transport hubbub, and little greenspace. Conversely, this has driven a huge drive for consumers to look back to nature, craving countryside escapes, beach retreats and fresh air, while in the city, the fitness industry grows so rapidly that new gym brands pop up on a weekly basis and social media posts make it seem as though affluent consumers live in the yoga studio.

1. <https://www.mckinsey.com/featured-insights/china/how-chinas-largest-online-travel-agency-connects-the-world-an-interview-with-ctrip-ceo-jane-sun>

Culturally, China has long been a foundation for health & wellness mindstyle. For example, vegetarianism is a key part of its Buddhist history, and Traditional Chinese Medicine's adherence to natural life forces are a key aspect – still today – of general wellness beliefs and treatments. This, coupled with the sheer market size and an urge to escape city concrete, make China the leading driver for global wellness travel.

- The Chinese government is committed to a health drive, with 'Healthy China 2030' promoted by the State Council, including plans for 530 million people to regularly exercise and an aim to extend the country's average life expectancy to 79 by 2030. <sup>2</sup>
- China's sportswear market is projected to hit RMB 280.8 Billion (USD 43.10 Billion) by 2020. <sup>3</sup>
- At least 15 million Chinese have gym memberships while the country counts 10 million yoga practitioners Lululemon, had 10 stores in mainland China, having entered the market in 2016 with just three outlets. French sporting goods and apparel chain Decathlon grew sales by 34 percent in 2016 on the back of 51 new store openings, which brought its total in China to 214v. <sup>4</sup>
- There are currently over 1,000 community-based fitness mobile applications available. Keep, Yodo Run and Codoon are the leaders, with around 80 million users on each app. <sup>5</sup>
- Online sales of health supplements grew 27 percent in 2017. <sup>6</sup>
- 40 percent of adults in China said they experience a lot of stress daily. <sup>7</sup>

2. <http://www.chinadaily.com.cn/a/201803/17/WS5aac6222a3106e7dcc14233a.html>

3. [http://www.chinadaily.com.cn/business/2016-02/20/content\\_23567700.htm](http://www.chinadaily.com.cn/business/2016-02/20/content_23567700.htm)

4. [http://www.xinhuanet.com/english/2017-02/18/c\\_136065281.htm](http://www.xinhuanet.com/english/2017-02/18/c_136065281.htm)

5. <https://technode.com/2017/06/12/top-7-fitness-apps-in-china/>

6. <https://www.pwccn.com/en/retail-and-consumer/publications/total-retail-2017-china/total-retail-survey-2017-china-cut.pdf>

7. <https://news.gallup.com/poll/189077/worry-stress-rise-china.aspx>

### **From The Luxury Conversation and ILTM report NextGen Luxury Travellers, Affluent Chinese Families:**

Health really is the new wealth in China – the modern, aspirational generations view ‘all things healthy’ as desirable additions to the lifestyles that they live and present, and this is in all forms; not only exercise and fitness, but eco-friendliness, sustainability and holistic wellbeing.

Even with this trend already growing solidly, our respondents made it over-whelmingly clear how crucial this is to their holiday experience (and no doubt that which they represent back to their peers, via their own social media posts).

Not only did our respondents see these values as ‘very important’ to the tune of over 70 percent, but the same figure was seen in their top preferences for the kids’ club features, with 70 percent selecting ‘organic food’ as a key aspect.



**70%**

See these values as  
'Very Important'

Selecting  
'Organic Food'  
as a key aspect

**70%**

Where It Was

Mass tourism

Where It Is

Leading numbers of  
luxury travellers

Where It's  
Heading

The key market globally  
for luxury travel brands

# Women's Only Travel



## Empowerment and Self-discovery

Also known as the 'sheconomy', women are the decision-makers for different forms of luxury. On China's leading booking platform Ctrip, 70 percent of hotel bookings <sup>1</sup> are made by female users, and women accounted for 53.2 percent of decision-making <sup>2</sup> in high-end tourism consumption in 2019.

Among these female travelers, the percentage of solo women travelers outnumbers that of men at 63 percent vs. 36 percent <sup>3</sup>. In addition, two percent of Chinese females <sup>4</sup> were reported to travel alone. They seek trust-worthy and safe travel experiences, as well as hoping to empower themselves both physically and spiritually. Women-only wellness retreats are trending as well, as brands such as Escapada and SuperShe create spaces and communities for women to invigorate body and mind, discovering connections, friendships and fun, immersed in self-caring, and soulful experiences.



Looking across the Asia-Pacific market, hospitality and wellness destinations such as Soul Sanctuaries facilitate female travellers as they look for luxury wellness retreats throughout Asia.

Travelling together with other women is expected to be the next new trend. Also interestingly relevant is the power of women reflected in the increasing number of women employees who join the global travel industry, contributing to a 'sister-hood' environment and drive for increased safety guidance and care.



1. <https://jingtravel.com/chinese-women-travel-industry/>
2. <https://dragontrail.com.cn/resources/blog/trends-high-end-chinese-tourism-sparkletour>
3. <https://solotravelerworld.com/about/solo-travel-statistics-data/>
4. <https://jingtravel.com/chinese-women-travel-industry/>



## Expert voice



*Janine Hall*  
Founder & Owner,  
Escape Haven,  
Bali Indonesia

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*Women's only retreats are an incredible way for women to rejuvenate and fill up their own cup. At Escape Haven we believe that every woman has the ability to transform and blossom into the most radiant version of herself when given time, space and support of a nourishing, uplifting environment. By investing in their wellbeing, women can live up to their full potential and ultimately, give back to others.*

*With our proximity to Australia and New Zealand, we do welcome women from these countries the most. Our most common demographic is around 35 years old, however every retreat week is a mix of all ages, we welcome women in their early twenties, and also ladies who are in their sixties. Many women come on a retreat looking for some time to relax and rejuvenate. Many have busy demanding jobs, while others balance being a parent and working also. We also find that women come on a retreat at transitional stages in their lives - when changing jobs, going through a separation, or moving into a new stage of life.*

*In an age when being busy is glorified, we have more roles, responsibilities and obligations than ever before, plus the modern pressures that come with social media and always being 'switched on', the need for women to retreat is higher than ever. Self-care is becoming more and more important and so too are things such as getting back to nature, being around other women, and taking time to simply be present in each moment. This is why practices such as yoga, meditation, and even surfing are such a big part of the retreat - they bring us into the present moment. With the need for women to retreat becoming so important, we envision shorter retreats becoming quite popular, and also for retreats to become even more personalized as women all have unique goals and needs.*

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# Medical & Aesthetic Tourism



## Blending Medical Health and Travel

Medical tourism is expensive, meaning that a 'luxury care' angle has always been attached. APAC accounted for the largest share (40 percent) of the global medical tourism market, and it was expected to see an 11.1 percent growth <sup>1</sup> in its health-care sector in 2018 with a market size of USD 517 Billion.

The region is keen on medical tourism that combines the old and the new, AKA 'holistic approaches' that couple ancient principles of Ayurvedic or Traditional Chinese Medicine (TCM), for example, with the latest in modern technological innovations, such as CACI non-surgical facial lifting and age-defying cryotherapy. With TCM officially recognised by the World Health Organisation in December 2018, the sector is expected to see growth outside of China.

One of the places excelling in holisticism includes Chiva-Som in Thailand, while Amanpuri's Holistic Wellness Centre offers integrative medical services, such as live blood analysis and laser and radiofrequency therapy alongside acupuncture and Ayurvedic treatments. The Farm at San Benito has resident integrative medical doctors prescribing treatments for detox, pain control, acute and chronic diseases alongside plant-based vegan foods, mindfulness, fitness and luxurious spa treatments.

1. <http://www.travelweekly-asia.com/Cover-Story/Luxury-niches-light-the-new-face-of-medical-tourism-in-Asia/63196>



*Photo credit: Escape Haven*

### Hospital and Resort 'Complexes'

High-end healthcare centres are now designed as more humanised, multi-functional and experiential to patients, so as to let them relax and enjoy during their treatments.

Singapore is leading the private healthcare sector across the APAC region. Connexion, an integrated healthcare and hospitality complex developed by The Farrer Park Company, combines the 220-bed facility hospital with its hospitality component, the 243-room One Farrer Hotel & Spa, in its West wing. Its East wing assembles various medical centres offering specialist treatment, health screening and preventive medicine. Patients there can also be immersed in luxurious indulgence such as a Zen garden on the rooftop and an extensive menu of nutritious chef cooked-to-order meals.

South Korea is another hot destination for medical tourism, as a reported 452,380 foreign visitors went there for medical purposes in 2016. The nation is also well-known for its 'medical fringe' treatments, for example, Jeju Island specialises in nature surrounds and 'healing and wellness offerings' to attract luxury health-conscious travellers.

Meanwhile in Japan, clinics and hospitals are starting to look less clinical. For example, Seijo Kinoshita (Green) Hospital in Tokyo, completed last year, is anchored by a lush, landscaped courtyard, with wooden, organically-shaped furnishings and rooms that wouldn't look out of place in a luxury hotel.

### Fertility Trips

The global infertility treatment market <sup>2</sup> reached USD 1.5 Billion in 2018, and Asia is expected to be the next leading market for fertility tourism due to the loosened restriction of China's birth policy. China reportedly has over 40 million patients with fertility problems, supported by the figure that Chinese couples spent RMB 7.4 Billion (USD 1.1 Billion) on overseas fertility treatments in 2016 <sup>3</sup>. The US and Canada are the most favoured destinations among these Chinese parents-to-be, for higher quality pre- and post- pregnancy caring and more importantly for benefits like birthright citizenships to Chinese babies.

Meanwhile, reproductive institutes from Asia are also making efforts to attract Chinese birth travelers; Malaysia has the highest success rate of IVF (In Vitro Fertilization) treatment in the world, at 65 percent, compared to the world's average at 50 percent <sup>4</sup>. TRIA, a luxury spa in Bangkok, Thailand now provides wellness treatments designed to help couples naturally conceive and bear healthy babies.

Babymoon (think honeymoon for pregnant couples) is the new trendy travel for pregnant women and their partners, as the concept is to celebrate pregnancy and to relax before the birth. Lightroof Travel provides various types of babymoon trips in Asia, and 'best baby moon destinations' are now a thing in the media.

2. <https://www.prnewswire.com/news-releases/global-infertility-treatment-market-2018-2023-growth-opportunities-in-emerging-markets---improving-healthcare-infrastructure--increasing-medical-tourism-due-to-low-treatment-costs-300754179.html>
3. <https://www.bloomberg.com/news/articles/2018-09-16/chinese-women-are-driving-a-global-fertility-industry-boom>
4. <https://jingtravel.com/changing-chinese-laws-to-spur-new-wave-of-fertility-tourism/>

The Luxury Conversation

In the sense of leading brands in the luxury-meets-medical field, Six Senses Duxton has a resident Chinese doctor, and consultations for guests. Six Senses in Singapore is said to be creating a restaurant menu focused on TCM, as well as a dedicated space for TCM treatments, lectures and even medical tests from blood tests to scientific treatments.



Specialised trips to few specific regions



Blending TCM and fertility into travel



Hospital or clinic-level care alongside luxury tourism



*Evan Pierce*  
Regional Director,  
Virtuoso

“

*Wellness has moved on from a trend to a legitimate travel segment, which is growing each year. Virtuoso's Wellness Community is a testament to that, created in 2016 to promote the exchange of knowledge and ideas, it is now made up of 54 supplier partners and over 350 advisors globally, who are true specialists in this area. Their clients are planning specific trips, in addition to their normal travel arrangements, that focus on experiences to restore their mind, body and spirit. Virtuoso advisors are seeing growth in both individual and group trips centered around Medical Assessments & Treatment, Lifestyle Coaching, Nutrition & Cooking, physical activities, as well as Meditation and Yoga Retreats.*

*Medical treatments and health optimisation & longevity are significant areas. Providers are now incorporating the latest science and medical tools, such as DNA testing or cryotherapy, to tailor individual programs or heal specific ailments. Dedicated sleep therapy and recovery centers are also becoming more popular. Nutrition and is another area, beyond just cooking classes, people are seeking to better understanding how food can impact their health and connect to where it comes from. Education has always been important but with people looking to develop their current wellness practices or areas of interest, learning from a master is becoming significant; from spiritual guru's, champion athletes or world famous CEOs.*

”

# Sports & Exercise



*Photo credit: Escape Haven*

## Holistic Transformation

According to the World Health Organization <sup>1</sup>, worldwide obesity has nearly tripled since 1975. An Asian Development Bank Institute study <sup>2</sup> found that over 1 billion people across Asia are overweight or obese with Malaysia, Indonesia, Singapore and Thailand topping the list in Southeast Asia. Obesity is becoming more common among children in the region with the number of overweight children under five growing by 38 percent between 2000 and 2016.

Gym equipment is important, but today's luxury traveller expects more. Back home, with GuavaPasses and similar services enabling anyone to take part in exercise classes as drop ins across major cities, hotels are upping their game. Seoul's Westin Chosun Hotel offers around 70 different workout equipments, while the city's Banyan Tree Club & Spa has a rooftop jogging track.



Resorts are taking note of the trend. The Body Camp in Ibiza and Mallorca offers holistic boot-camp style transformation holidays combining yoga, high-intensity exercise and healthy nutrition. In Asia-Pacific, Revivo in Bali incorporates an 8,000 square meter fitness area MOVEO, with a martial arts hall and kinesis wall for activities ranging from private and group classes in High-Intensity Interval Training (HIIT) to yoga and pilates.

Running is gaining popularity and across Asia-Pacific close to 300 marathons will take place in 2019. Participation in marathons in the region has increased by 263 percent <sup>3</sup> over the last decade. Marathon Tours and Travel specializes in travel services for runners and have created the Antarctica and Madagascar Marathons and the Seven Continents Club to cater for serious runners' globetrotting needs.



Photo credit: Escape Haven

1. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight/>
2. <https://uk.reuters.com/article/asia-obesity/analysis-obesity-among-asia-pacific-children-is-a-growing-health-crisis-researchers-idUKL4N1RJ27N>
3. <https://runrepeat.com/research-marathon-performance-across-nations>





High-intensity training is gaining traction across the region. Australia's home-grown F45 High-Intensity, Circuit Training workout classes have spread to New Zealand, South Korea, China, the Philippines, Thailand, Singapore, Malaysia, Indonesia and India. While CrossFit, originally from the US, has opened gyms, or 'boxes', in all of the above as well as Japan, Cambodia, Vietnam, Myanmar and Sri Lanka. China sees one new box open every day!

- Six Senses Fiji offers integrated programmes that include not just facials, massages and detox cleanses but also professional surfing lessons and PADI dive courses.
- Santiburi in Koh Samui has extensive activity facilities including water sports, fitness, tennis, soccer, badminton, yoga, Pilates and priority access to the Santibury Country Club for golf.
- Adzures in the US specialise in combining yoga with other activities, such as yoga mountain climbing in Slovenia, yoga and music in Nashville. While others combine snowshoe hiking in the Austrian Alps, surfing in Bali, or horse-back riding in Spain with yoga.
- Hong Kong's Cathay Pacific opened a 700-square-foot yoga and meditation sanctuary, and recently partnered with Pure Group to offer gym and yoga facilities to its frequent fliers.
- London's Stansted Airport partnered with fitness brand FRAME to offer a host of free pop-up classes ranging from flow yoga to fascia release sessions.

### Where It Was

A low-quality gym  
called a 'fitness centre'

### Where It Is

Upgrading into more  
diverse options

### Where It's Heading

Entire holidays  
dedicated to personal  
fitness and  
partnerships with global  
fitness leaders

# Mental Health



*Photo credit: Escape Haven*

## In a Stressed-out World

Looking after one's mind in addition to the body is nothing new. Meditation and mindfulness have been practiced by people for thousands of years and can be traced to the Buddhist and Hindu traditions. Mindfulness is also closely intertwined with yoga, with certain forms of both aiming for the same goals – self-reflection, being in the present, and in general reducing stress.

Mental health issue rates <sup>1</sup> vary from 4 percent in Singapore to 20 percent in Vietnam, Thailand, New Zealand and Australia. And with rising diagnoses of mental health problems in China, India, Japan, Korea, Thailand and Malaysia, mental health will remain a concern for many in the region. The Willis Tower Watson 2017/2018 Global Benefits Attitudes Survey <sup>2</sup> found 56 percent of close to 9,500 workers across Asia-Pacific's largest 1,141 employers suffered from elevated stress. Globally, Apple's top-ranking smartphone applications in 2018 were those related to self-care and mental wellbeing, such as South Korea's Mabo.

- Belmond may have been one of the earliest global luxury groups to offer mindfulness cruises on board the Belmond Road to Mandalay in Myanmar in 2017 with morning and evening yoga, meditation sessions on- and off-board the ship, as well as coaching on top healthy spa cuisine to encourage healthy food choices.
- Alila Manggis in Bali conducts frequent 6D5N Signature Yoga Retreats with yoga practice three times a day, workshops, daily spa treatments, and a curated wellness menu.
- Ananda in the Himalayas offers a suite of mental and physical health programs, including Dhana meditation to become more self-aware, stress management to help make positive changes to life, and yoga retreats combining posture, yogic breathing and meditation to centre oneself.
- No body is the same and so, Santani in Sri Lanka offers fully personalised curated packages based on guest's body composition, lifestyle, emotional state and future goals.
- Balinese wellness resort Revivo opened in 2018 offers ten types of yoga depending on client needs from more traditional pranayama breathing, hatha, vinyasa and ashtanga to more recently developed aerial flow yoga, aqua yoga fitmat, and hammock yoga.



BELMOND

Alila



ANANDA



1. <https://social.eyeforpharma.com/column/out-shadows-mental-health-asia-pacific>
2. <https://www.willistowerswatson.com/en/insights/2018/05/Asia-employers-take-a-strategic-ap-proach-to-improve-employee-health-and-well-being-programs>

# Digital Detoxing



## Joy of Missing Out (JOMO)

According to We Are Social and Hootsuite, <sup>1</sup> the Asia-Pacific region is home to 4 of the top 10 countries for longest time spent online per day, with the Philippines leading with over 10 hours per day compared to the worldwide average of just over 6 hours. The region also leads in terms of social media usage with Chinese Taiwan coming in second place after the UAE with 89 percent social media penetration, followed by South Korea (85 percent), Singapore (79 percent), and Malaysia both at 78 percent.

Joy of Missing Out (JOMO) or digital detox is about letting go of devices and reconnecting with one's self. With the region has some of the most digitally advanced and connected countries alongside often high-stress work cultures, so it comes as no surprise that people are looking for ways to unplug.



Far-flung destinations, like Alaska's Ultimate Thule located in the 12-million square acre Wrangell-St. Elias National Park or Chile's Tierra Patagonia on Lake Sarmiento, may seem most appropriate for being fully cut out of the always-on mentality. However, the Asia-Pacific hosts several luxury destinations fit for fully unplugging, such as Fiji's 100 percent solar-powered Turtle Island, Cambodia's Song Saa private island and its night spa, Bay of Fires Lodge Walk in Tasmania, Australia. Kamalaya in Koh Samui offers the Sleep Enhancement program which involves winding down and switching off from electronic devices by 9pm (alongside a tailored holistic program) in order to improve quality of sleep.



*Photo credit: Escape Haven*

1. <https://wearesocial.com/global-digital-report-2019>



*Photo credit: Escape Haven*

### Unplugging Closer to Home

Mandarin Oriental launched their digital detox retreats back in 2016 in collaboration with Mayo Clinic to help guide clients establish healthy, digitally balanced lifestyles, and Fivelements Habitat in Hong Kong will be the Bali-originated eco-wellness resort's first urban retreat dedicated to yoga and wellness. Six Senses recently opened in Singapore with daily yoga and Traditional Chinese Medicine consultations.

Looking at the truly extreme end, for a reference of what exists in the theme, South Korea's less luxurious and more extreme Prison Inside Me, a mock correctional facility, has been welcoming stressed fee-paying 'inmates' since 2013. With no devices and limited interaction or other distractions for the duration of their 24- or 48-hour stay, volunteer prisoners eat meals alone and are not allowed to talk to others. Being solitary and silent lends itself well for meditation, naps and letter writing.

Some destinations are proactively incentivising their guests to unplug. Wyndham Grand resorts have begun offering prime pool spots, free snacks and a chance to win return visits upon guests agreeing to keeping their phones in pouches that can only be unlocked by hotel staff. Further incentive for unplugging comes in the form of discounted stays for guests handing over their phones. The Grand Velas Riviera resorts in Mexico have Detox Concierge's can replace all in-room digital devices with non-electronic toys and phones must be earned through participating in at least four activities per day. The Ayana Resort and Spa in Bali has banned phones at their Pool Bar between 9am and 5pm.



Extreme end of silent sanctuaries



Suggestions and programs to put the phone down



Meaningful and results-based digital detoxing



# Consumer Voices

## *Across APAC*



*"My next wellness travel plan is to go to Rachaburi (a province in Thailand), as I discovered an 'art therapy' holiday trip. Art therapy includes talks and discussion as well as the artwork sessions. I'm usually into things like meditative, leisure activities which are more related to more mental than physical health, for example yoga retreats at sanctuaries, hot spring bathing, and forest bathing. I look for trips that will bring out creativity within myself and let me become more expressive. I believe that this will improve my personality in terms of both personal and career life.*

*Me and my group of friends or social network are definitely looking for more variety in wellness, not only retreats and fitness but creative activities, like voluntary trips to help improve the life of people in far away places, and something that can deal with the increase of stress and mental health problems that young people are experiencing due to modern busy lifestyles."*

*Janjira Chintanalert, Female, 25, Business Owner, Thailand*



*"Most of my travel has been to Bali and Thailand for yoga retreats. Some retreats have been with yoga teachers from my home city in Australia. I have also done retreats with local Balinese teachers. Places I've stayed have differed but I always look for authenticity, as in local staff and Balinese food. I've done pure yoga retreats, but also ones where you practice yoga and surf. I look for places where there is a focus on wellness and healthy eating and something like a digital detox – as in people not using their phone.*

*My motivation is to be completely disconnected. I think having that time away from home is important, so I look for the whole experience of having a real disconnection and sense of separation from normal life. At the end of the trip I want to feel fulfilled and having done a lot of reflection.*

*There are different types of yoga retreats. Some are not purist, meaning they're about fulfillment and wellness and combine yoga and Italian food, or yoga and surf. For me, there's no point doing a yoga retreat where you do yoga in the morning and then go partying all night.*

*Part of relaxation for me is about giving yourself a permission to do these things. Some are too strict, like a 10 day retreat where you cannot talk. That's too extreme. In Australia, they tend to be more around the philosophy of yoga and follow veganism. Overseas, I find they tend to be less restricted and are about enjoying yourself. What's also nice about overseas retreats is the mix of people they attract, so there is a social aspect to it as well.*

*I started going to yoga retreats four years ago after a friend of mine told me about them. Now I do two retreats every year. For me the retreat and experience starts when I leave for the airport, but I often find that transportation and transfers can be really disconnected from the sanctuaries and the retreats. I also like the combined offering, where you practice yoga in combination with something else, but they can be hard to find still.*

*Instead of the extreme side I'd like to see more combined retreats. Bali already has some really authentic, yet luxurious, retreats, but I'd like to have more diversity in the activities available."*

*Caroline, Female, 39, Associate Director, Australia*



*I have been to a health and meditation retreat with my husband just outside Seoul. We went there to relax and get away from the stresses of our day-to-day lives. I have been listening to a lot of podcasts highlighting how important it is to take a break from the day to day, so that was the motivation for us.*

*We did a lot of meditation, ate natural healthy food, spent time walking in the forest, and breathing clean air. For my friends, I'm seeing more taking yoga retreats - some are really popular and booked out for next three months, so you need to plan!*

*I would like less crowded places, that are closer [to Seoul] and more respectful to nature, meaning less waste and places that are fully involved in wellness, such as they recycle everything they can.*

*In Korea, as stress levels are always high, and it feels like there is no 'quiet place' anywhere.*

*Kim, Female, 39, General Manager, South Korea*



*I did a volunteering program recently at a vegetarian farm in the mountains of Samoeng, about 50km north from Chiang Mai, Thailand. It was a go-back-to-nature gathering with very basic living conditions. The simpleness of the whole trip attracted me to it.*

*Everybody taught each other what they were good at. We did meditation, yoga, farming, cooking, hiking and everything we used came from the earth. And we actually became really close friends with the farmers.*

*I think I'd like to see more variety in similar types of go-back-to-nature retreats as long as they are built and operated in a green, sustainable way.*

*Serjenq, Male, 28, Designer, Single, Malaysia*



*For any kind of holiday or trip related to health and wellness, I've been on several, depending on what kind of trip can be included in this meaning. Going to South Korea for different medical – cosmetic – treatments is very popular for Chinese women, as there's lots and lots of different treatments that we don't have in China, or we think that the quality is much better in South Korea or Japan. These are things like facials, but hi-tech facials and body slimming treatments. For going into nature, I've been to hot springs in Japan and also in China, and hiking in Malaysia. I've taken my son on hiking trips and also skiing trips. We do look for holidays that will give him time for exercise and being outdoors because usually he studies every day and does more classes on weekends. My friends who are parents think in the same way – as in the city they are studying all the time so we want a holiday that's all about moving and doing things outside.*

*Sophia, Female, 37, Business Owner, China*

# Conclusions & Takeaways



## What is Your Brand's Health & Wellness Mindstyle?

How much does wellness truly permeate your brand? Luxury health & wellness travellers expect the stay, the property, the facilities and amenities to be a world of wellness – not with touches here and there but as the core of the entire stay, visit or experience. Health & wellness travel does not mean abstract 'escapes'. The move is from the intangible to tangible wellness – even with 'results'. Self-care, recovery, fitness upgrades, sustainable impacts, new personal 'findings' are all sought after by luxury travellers. This means that a brand needs to not only ask themselves how wellness centred they are but what notable benefits will this bring the customer – and how can she or he show and share their achievements on social media?

### Not a Quick Fix but a Mindstyle Treatment

Wellness travel attracts those already well-versed in a healthy mindstyle. The choice to go on a wellness holiday isn't new, separate or alternative from a customer's regular life but part of and an extension of it. This gives rise to a few opportunities for a travel or hospitality brand to go beyond the travel (or stay) being a chunk of time where the customer visits and leaves. Before the travel, customer communication can focus around personalised Q&A on their diet, fitness plans, personal goals and how all of these will relate to their travel. Afterwards, further communication could be anything from fitness instructor follow-up, news and information on relevant wellness topics and issues and the like. It's the opportunity for a brand (or individual property, destination or trip) to go beyond a generic 'how was your stay' feedback email and, with the validity of care for their health & wellness, generate brand loyalty like never before.



### A Me to We Mindstyle

One aspect of health & wellness is a move from a consumptive to a contribution mindstyle. Not only is wellness about sustainability in all senses, but it's social. While there are some types of wellness that involve shutting away the outside world via zen or 'sanctuary' perspectives, health & wellness relates to the sharing (via social media) or goals and achievements. Yoga is an example of activities relying on the desire to do something as part of a group and a wider movement. Having the mindstyle of health & wellness is tribal – it identifies that you are part of the wellness society – and this should play a part in communications of wellness travel and programs designed to let wellness travellers meet, socialise and connect with others. On the sustainability angle, the opportunity is to move beyond Corporate Social Responsibility (CSR) or campaigns that are mentioned as an after - thought, and either move into the voluntourism space or at least upgrade the 'giving back to the community' and charitable initiatives to have a real evidential value and impact.







### Asian Trends, Asian Mindstyle

APAC health & wellness travel is distinct from its western counterpart, with regional cultures having a different take – and historic experience – with wellness. The diverse aspect of wellness presented in this report looks at where a sector is heading. Incorporating Traditional Chinese Medicine, or Korean spa styles, or vegan menus may seem one step too far for a Western luxury travel brand, while the Asian customer might be wondering why a resort serves – at best – noodles, and the spa concept tries to tell a Thai customer what a Thai massage is.

With Asia the leading growth market for wellness, and wellness travel the key area for travel businesses to expand, any strategy, product or communications needs to do more than 'localise' after the fact, but to stem from regional mindstyles from the very outset.

# About

## Reuter: Communications

We are a luxury intelligence, digital, communications and marketing agency connecting luxury brands and businesses with Asia's affluent consumer. We help luxury businesses understand, engage and sell to Asia's growing class of luxury consumers through innovative, insight-led, digital communications and marketing solutions.

With offices in Shanghai, Hong Kong, Dubai and Singapore we deliver campaigns across Asia.

## Reuter: Intelligence

Reuter: Intelligence is the research and insights arm of Reuter Communications.

By harnessing insights from qualitative and quantitative research as well as big data, Reuter: Intelligence specialises in consumer understanding, market landscaping, market entry and strategy, and trends.

We have a proprietary panel of Chinese luxury consumers in addition to an established network of partners, which allows us to handle smaller and larger scale projects in China and Asia.



The Luxury Conversation – an initiative by Reuter Communications – was created to inform, connect and showcase the issues shaping the luxury industry in China and Asia. We are about people, content, events, insight and thought-leadership.

The Luxury Conversation delivers inspiring content and insights which help brands make smarter business decisions.

Partnering with The Luxury Conversation is a unique opportunity for your brand to gain visibility with a high quality audience across the world.



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.

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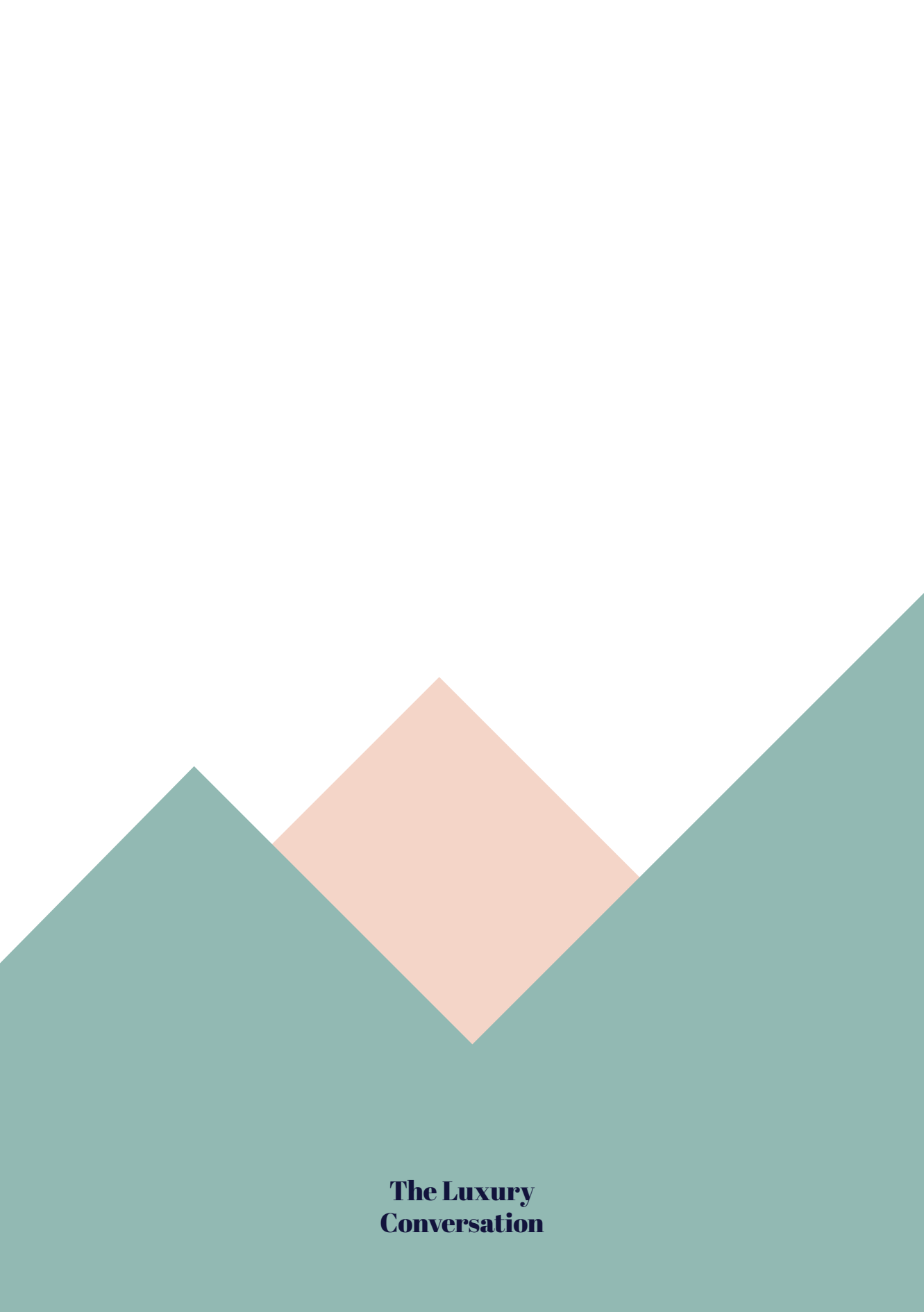
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