

Wellness-Trends 2023



ITB Expert Forum Wellness 2023

Wellness-Trends 2023

- Annual survey since 2004
- Data basis 2023:
 - 2.265 wellness affine guests
 - 123 wellness hoteliers



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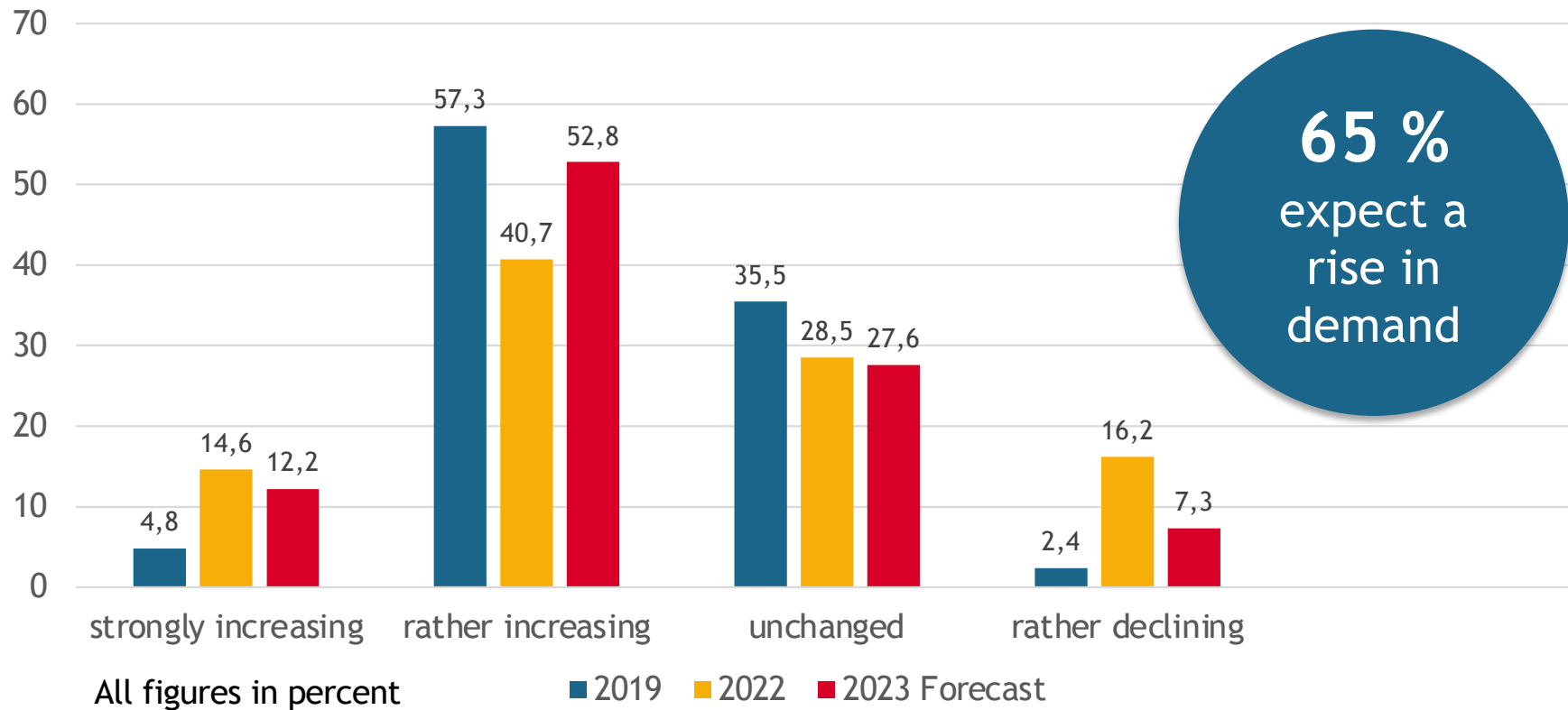
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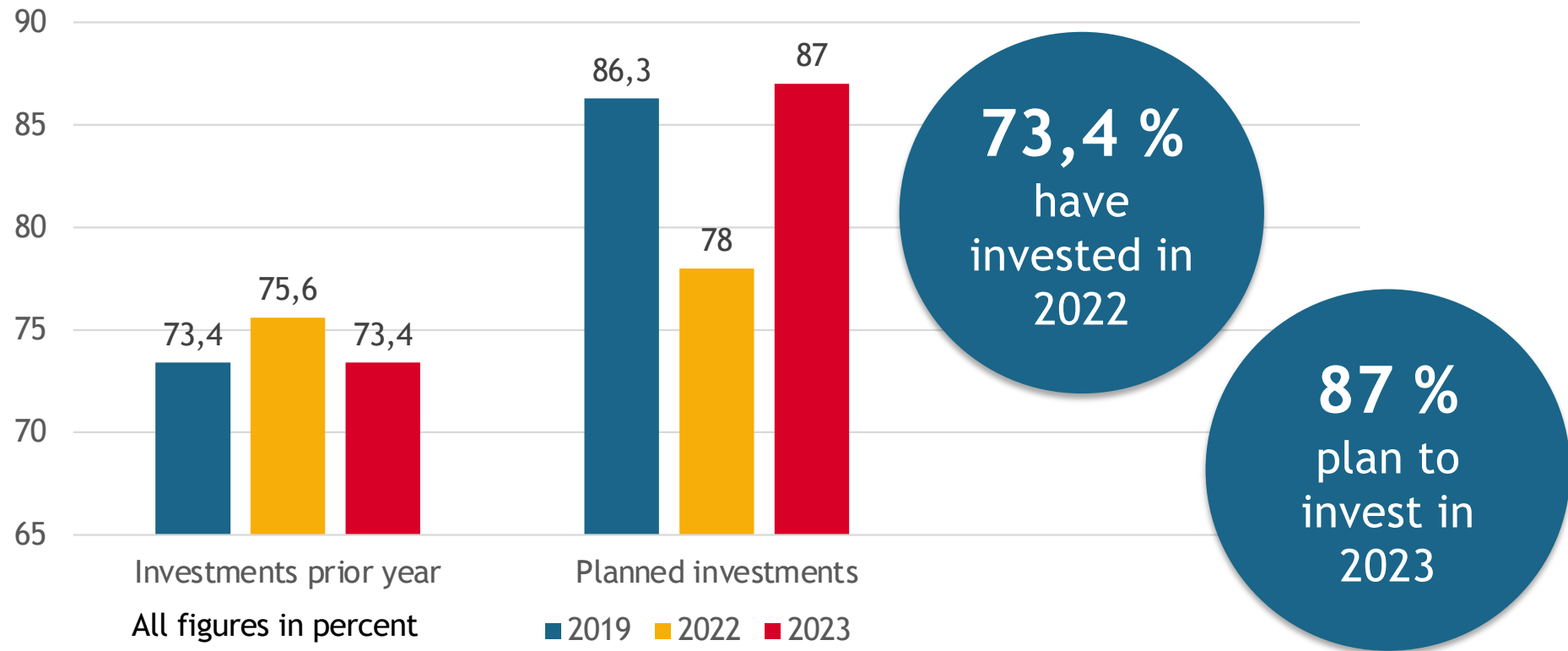
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Demand trend from the hoteliers perspective



Hoteliers continue to invest



The young target group | Up to 29 y/o



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Wellness is Action



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What does the young generation desire?

Special Experiences

Retreat, Coaching or Workshop?

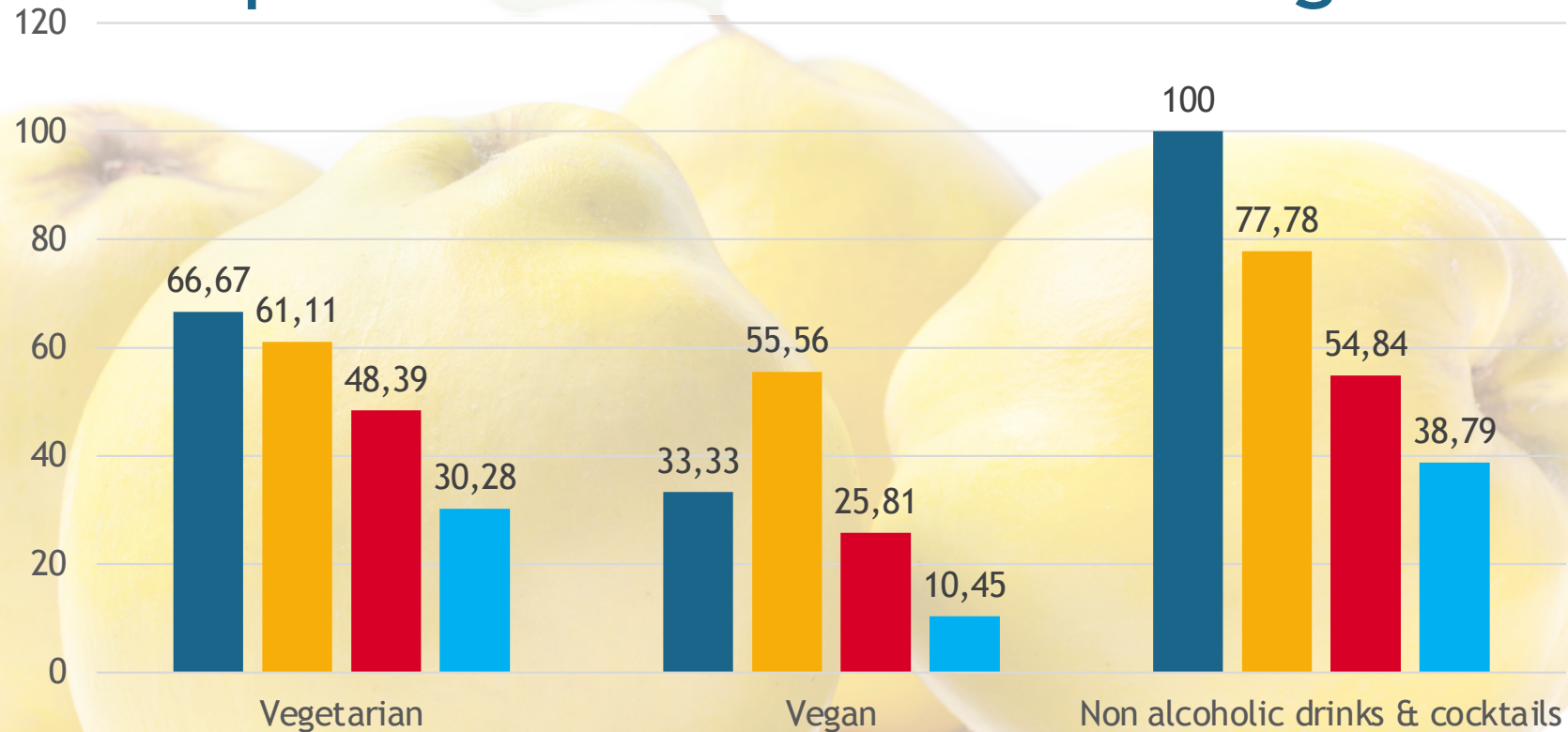
Quality Time

Low Carb, vegetarian or vegan?

Respect for their preferences



Individual pleasure & mindful drinking



All figures in percent ■ up to 19 y/o ■ 20-24 y/o ■ 25-29 y/o ■ 60+ y/o

Plan & Book

Gen Z:
Always
online

Streaming
and
mobile
devices
first

For all
ages:
Influence
of TV
persists



Social media



in the booking stage

90%
of the
25-29-
year-olds



are inspired
by videos
and photos



Do platforms and formats fit?

Shorter
videos
inspire

Stories,
reels &
TikToks

Own
content

User
content

Content
creator



Status quo among hoteliers

41,5%
Motivate
guests to
generate
content

69,9%
Generate own
content

40,6%
Collaborate
with
influencers
and young
bloggers



Workshops & Coaching

33%
of the
20-24-
year-olds

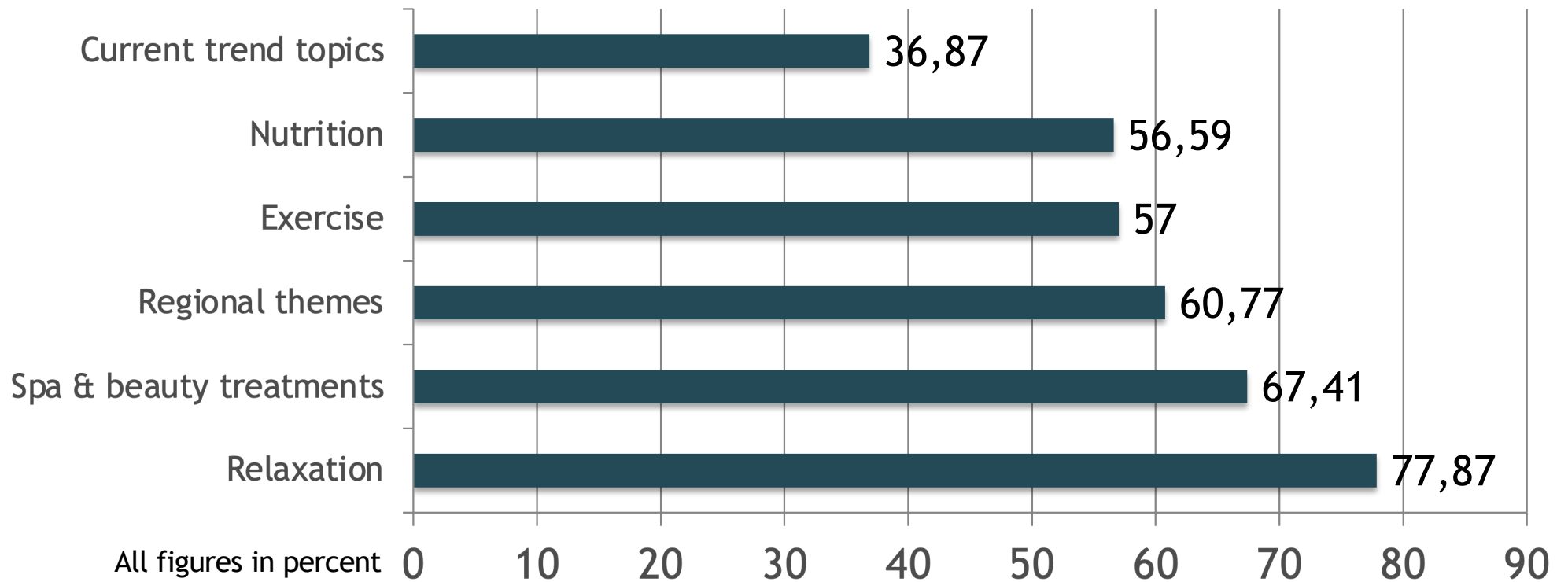
Can imagine
influencers as
workshop
leaders

For
them

Current trend
topics are
more
important
than
relaxation



Workshops for all age groups



Motivators

Time
out



Stress
relief



Shared
time



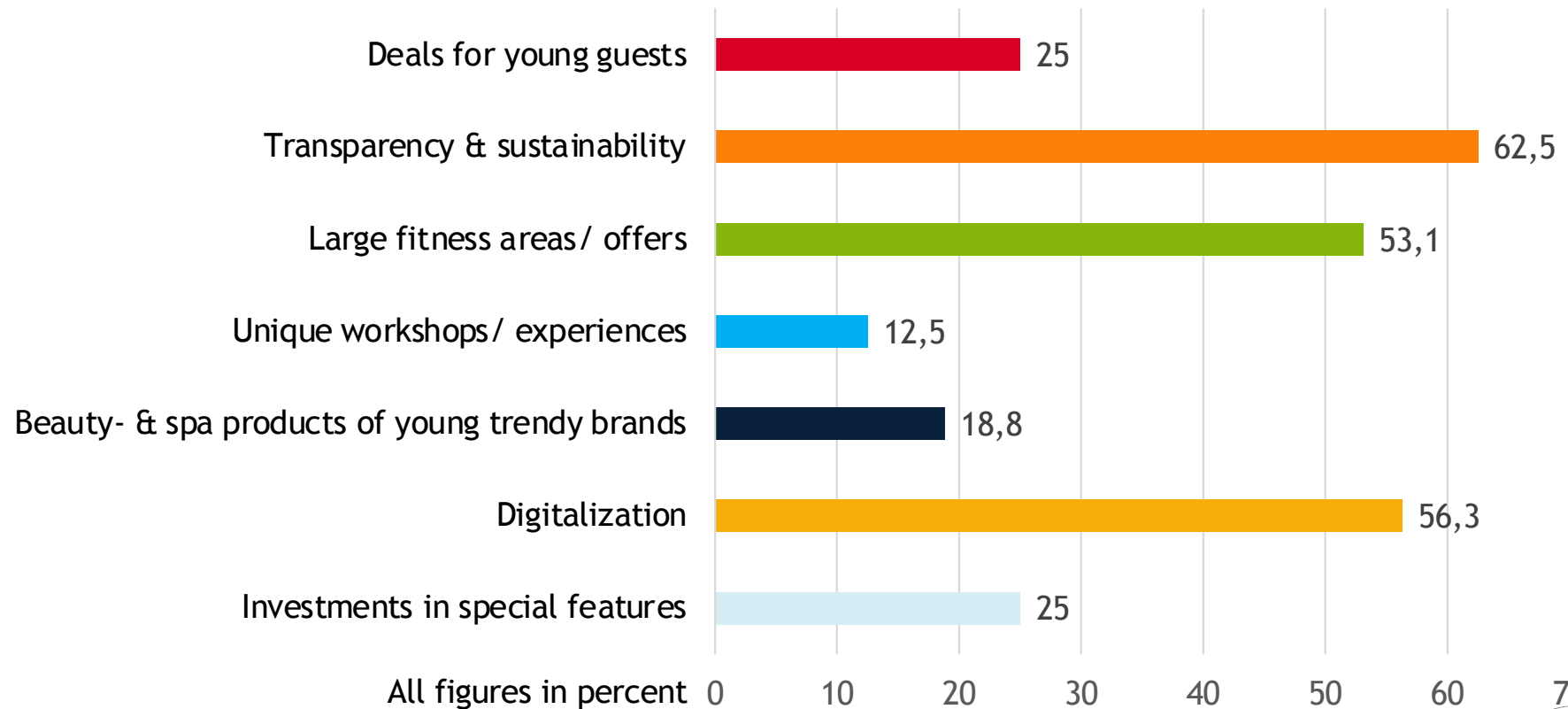
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How hoteliers want to reach young guests



All around the topic of nutrition...

Regional
tastes in
focus

Essential
for
75,6 %
of all
respondents

Expectation
20-24-year-
olds

Cooking
classes,
tastings &
nutritional
counseling



Arrival

Access
without
car



>70%
Relevance
for young
guests

Less
relevant

Short
journeys
and car
sharing
options



Workshops & Wellness with expertise

Expertise,
Know how
(medical
professionals,
therapists,
authors)

wish
53,12%

All age groups
find
Relaxation
particularly
important

77,87 %



Lifestyle ambience in focus

High expectations across all age groups

Design affinity

Young guests wish for a lifestyle fit

Interior



Summary

- The young target group is online-savvy and experience-oriented
- Time out, stress relief and time together are main motivators
- Hoteliers must follow suit in order to reach young guests on the right platforms and win them over for their establishment



Thank
You

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Many thanks for your attention!

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